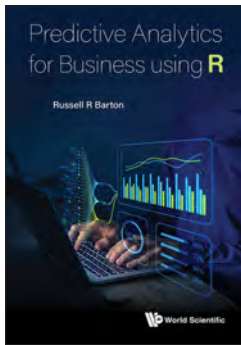


Highlights

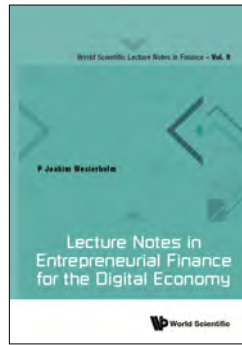
Business and Management Catalogue 2025

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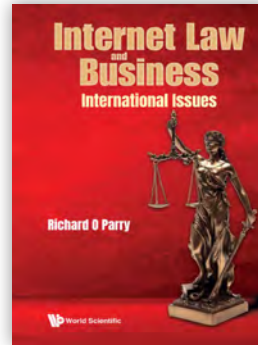
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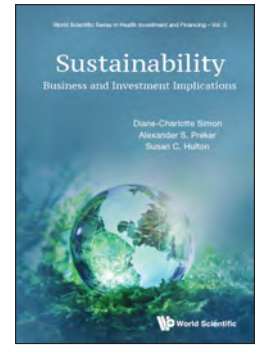
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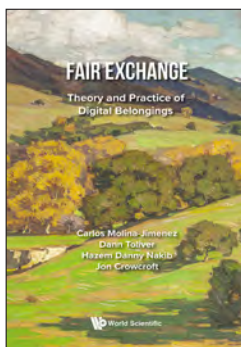
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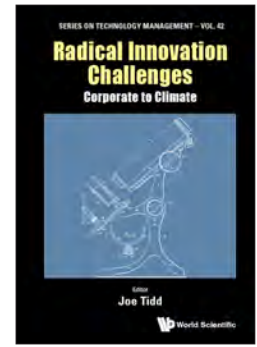
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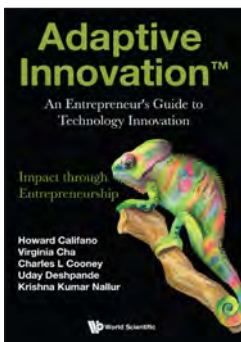
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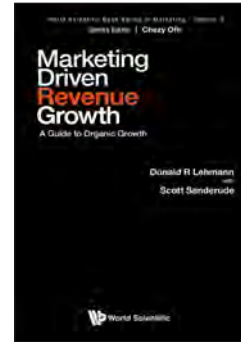
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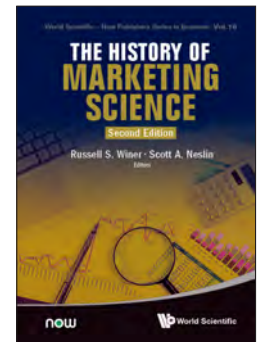
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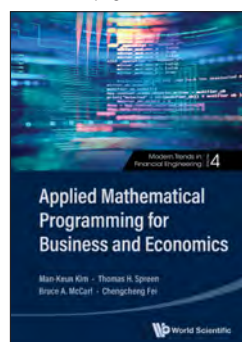
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Business and Management

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Accounting

VALUATION AND FINANCIAL FORECASTING

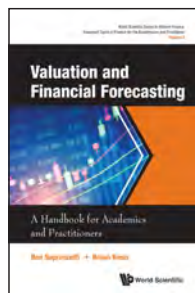
A Handbook for Academics and Practitioners

by **Ben Sopranzetti, Braun Kiess** (*Rutgers Business School at Newark and New Brunswick, USA*)

This is a clearly written and easy to understand handbook intended to help readers of all skill levels accurately forecast financial statements, analyze capital investments, and value business enterprises. It provides readers with deep insights into the nexus between financial forecasting and business valuation.

Readership: Students, industry professionals, general public, owners of small businesses.

296pp	Jan 2024		
978-981-121-877-4	US\$118	£110	
978-981-121-878-1(ebook)	US\$189	£175	



Frontiers of Accounting and Financial History - Vol 2

ACCOUNTING FOR CRISES

A Marxist History of American Accounting Theory, c.1929 – 2007

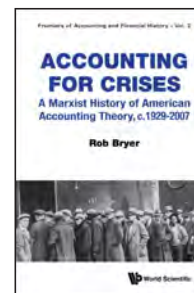
by **Rob Bryer** (*Warwick Business School, UK*)

“As with Bryer’s previous books, policy makers, academics, historians and anyone who want to understand how accounting functions in society should read Accounting for Crises.”

Christine Cooper
University of Edinburgh

Readership: Academics: Accounting historians, Accounting theorists, Critical accountants, Heterodox economists, Marxist economists, Educated general readers, Libraries.

480pp	Jul 2023		
978-981-126-706-2	US\$158	£145	
978-981-126-707-9(ebook)	US\$253	£235	



REVENUE MANAGEMENT THEORY AND PRACTICE

Theoretical and Empirical Research edited by **Hiroshi Obata** (*Meiji Gakuin University, Japan*), **Fumiko Hiki** (*Hitotsubashi University, Japan*)

This book offers a broad view of revenue management and examines revenue management from different perspectives. It is divided into three major parts. The first part deals with issues related to business model changes; the second part deals with customer, market, and marketing issues and the third part examines revenue management and related issues from various other perspectives.

Readership: For students and researchers who focus in the areas of Business and Management, and especially revenue management.

220pp	Nov 2024		
978-981-128-692-6	US\$88	£80	
978-981-128-693-3(ebook)	US\$141	£130	



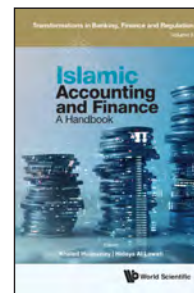
ISLAMIC ACCOUNTING AND FINANCE

A Handbook edited by **Khaled Hussainey** (*University of Portsmouth, UK*), **Hidaya Al Lawati** (*Sultan Qaboos University, Oman*)

- The book provides novel insights, presents applied understanding, advances theory, and empirical inquiry on Islamic accounting, finance and economics
- The book can be used as course material to postgraduate and undergraduate students in accounting, finance and economics

Readership: Undergraduate, graduate and postgraduate students studying in Islamic finance and corporate governance courses (accounting, finance, and management).

884pp	May 2023		
978-1-80061-241-9	US\$228	£210	
978-1-80061-242-6(ebook)	US\$365	£335	



Textbook

UNDERSTANDING FINANCIAL REPORTING STANDARDS

A Non-Technical Guide by **Roger Hussey** (*University of Windsor, Canada & University of the West of England, UK*), **Audra Ong** (*University of Windsor, Canada*)

If you want to understand the regulations and practices of financial accounting and reporting, this is the book for you! The authors of this book have developed a unique set of material on corporate financial reporting based on their collective years of teaching experience. In this book, they explain, in non-technical language, the financial information that companies are required to provide.

Readership: Business and accounting undergraduates, postgraduates and researchers.

412pp	Nov 2023		
978-981-127-553-1	US\$88	£80	
978-981-127-554-8(ebook)	US\$141	£130	



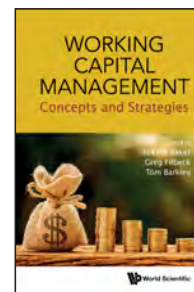
WORKING CAPITAL MANAGEMENT

Concepts and Strategies edited by **H Kent Baker** (*American University, USA*), **Greg Filbeck** (*Penn State Behrend, USA*) & **Tom Barkley** (*Syracuse University, USA*)

This book provides an objective look into the dynamic world of Working capital management (WCM). Its coverage extends from discussing basic concepts and their applications to increasingly complex and real-world situations. The book stresses that WCM is a combination of both art and science. This volume spans the gamut from theoretical to practical while offering the right balance of detailed and user-friendly coverage.

Readership: Academics, researchers, and practitioners in corporate finance.

544pp	Apr 2023		
978-981-125-965-4	US\$158	£145	
978-981-125-966-1(ebook)	US\$253	£235	



Corporate Governance

Transformations in Banking, Finance and Regulation - Vol 9

BANKING RESILIENCE

New Insights on Corporate Governance, Sustainability and Digital Innovation edited by **Sabri Boubaker** (*EM Normandie Business School, France*), **Marwa Elnahass** (*Newcastle University Business School, UK*)



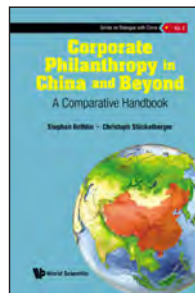
This book provides new insights, evidence-based recommendations, and future perspectives on the role of governance mechanisms, digital innovation, climate change, and green finance in shaping the industry pre- and post-COVID-19.

Readership: The primary markets for the book are academic libraries, students of Business, Economics or Finance, and practitioners and policymakers.

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978-1-80061-429-1(ebook)	US\$253	£230

CORPORATE PHILANTHROPY IN CHINA AND BEYOND

A Comparative Handbook by **Stephan Rothlin** (*Rothlin International Management Ltd, Beijing, China et. al*), **Christoph Stückelberger** (*Globethics.net Foundation, Switzerland*)



"The book is a must-read for both researchers in the field of business ethics as well as the seasoned and the potential philanthropists, no matter the scale that they endeavor to undertake."

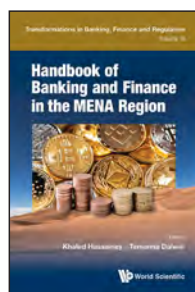
Carlos Noronha
University of Macau

Readership: For students and researchers of Chinese social and economic development, and for those who are interested in comparative studies of China and Europe.

188pp	Apr 2024	
978-981-128-442-7	US\$78	£70
978-981-128-443-4(ebook)	US\$125	£115

HANDBOOK OF BANKING AND FINANCE IN THE MENA REGION

edited by **Khaled Hussainey** (*University of Portsmouth, UK*), **Tamanna Dalwai** (*Nottingham Trent University, UK*)



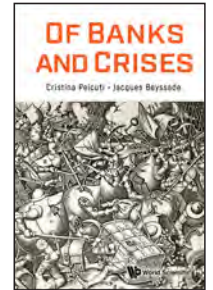
- Includes chapters on banking and finance in the MENA region, which is dynamic and offers potential for growth despite economic and political transformations
- Offers readers diversity, developments and progress in the banking and finance industry, while taking into account COVID-19, political instability, oil-price fluctuations, the fourth industrial revolution, FinTech advancements, and SDGs

Readership: Primary market for the book includes: Academic libraries; Students; Professional bodies; Practitioners; Policy makers.

452pp	Apr 2024	
978-1-80061-472-7	US\$148	£135
978-1-80061-473-4(ebook)	US\$237	£220

OF BANKS AND CRISES

by **Cristina Peicuti** (*ESCP Business School, France*), **Jacques Beyssade**



- Two experts analyse three major economic crises of the last century and the role banks can and do play in anticipating and mitigating such crises, including the recent COVID-19 crisis and its lasting impact
- The book is recommended reading for lecturers and students in business schools

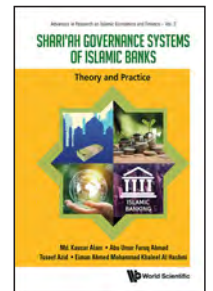
Readership: Academic/researchers, postgraduate students, undergraduate students, bank and insurance employees, government, central banks and general readers, All students in business and management.

172pp	May 2024	
978-1-80061-574-8(pbk)	US\$28	£25
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Theory and Practice

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This book describes the theories related to corporate and Shari'ah governance frameworks of the global Islamic finance industry. It provides the conceptual models of Shari'ah governance and global Shari'ah governance systems.

Readership: Financial experts, academics, post graduate students of Economics, Management and Accounting, researchers and practitioners in Shari'ah governance.

300pp	Nov 2024	
978-981-129-290-3	US\$128	£120
978-981-129-291-0(ebook)	US\$205	£190

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by **Quoc Trung Tran** (*Foreign Trade University, Vietnam*), **Duc Khuong Nguyen** (*EMLV Business School, France*)



This book provides readers with a comprehensive overview of corruption-related issues and theoretical and empirical studies in corporate finance. It summarizes the causes and effects of political corruption as well as anti-corruption mechanisms and initiatives; analyzes how political corruption at both state and local levels determines corporate financial decisions; and discusses how the corruption environment determines firm-level financial behavior.

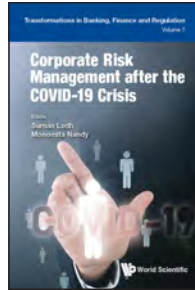
Readership: Suitable for university researchers, librarians, and postgraduate students in the fields of Political Science, Sociology and Economics & Finance.

316pp	Nov 2023	
978-1-80061-425-3	US\$108	£100
978-1-80061-426-0(ebook)	US\$173	£160

Transformations in Banking, Finance and Regulation - Vol 7

CORPORATE RISK MANAGEMENT AFTER THE COVID-19 CRISIS

edited by **Suman Lodh** (Kingston University London, UK), **Monomita Nandy** (Brunel University London, UK)



Existing academic studies emphasise the necessity of revised risk management models, but focus on the risk posed by Artificial Intelligence and other advanced technologies. The detailed study thus fulfils the vital need to understand how the risk management strategies of businesses should be revised, to adapt to changes brought about by the pandemic.

Readership: For students studying Business Finance, Business Analytics, Entrepreneurship, Finance, Accounting.

232pp Oct 2023
 978-1-80061-422-2 US\$88 £80
 978-1-80061-423-9(ebook) US\$141 £130

TIME TO RETHINK RISK MANAGEMENT

Surviving Future Global Crises by **Tony Bendell** (Services Limited, UK & The Anti-Fragility Academy, UK)



- This book covers what organisations should have learnt from the COVID-19 crisis and previous global crises
- Based on adapting risk management to the emergent VUCA environment
- Proposes a reimagining and reformulation of Enterprise Risk Management and provides guidance on how organisations and governments can incorporate this

184pp May 2023
 978-981-126-448-1 US\$48 £45
 978-981-126-449-8(ebook) US\$98 £90

GOVERNANCE AND FINANCIAL PERFORMANCE

Current Trends and Perspectives edited by **Emilios Galariotis** (Audencia Business School, France), **Alexandros Garefalakis**, **Christos Lemonakis** (Hellenic Mediterranean University, Greece), **Marios Menexiadis** (Aegean Airlines, Greece) & **Constantin Zopounidis** (Technical University of Crete, Greece)



This book focuses on corporate governance and proposes a novel framework for combining the Corporate Governance Framework (CGF) with current corporate finance issues arising in the Contemporary Business Environment (CBE) and cointegrating them with today's business needs.

Readership: For researchers and practitioners working in the field of corporate governance.

340pp Mar 2023
 978-981-125-957-9 US\$118 £110
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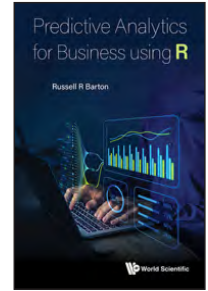
A First Course in Probability for Computer and Data Science, Henk Tijms

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by **Russell R Barton** (The Pennsylvania State University, USA)



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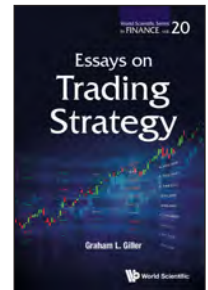
Emanuele Borgonovo (PhD, MIT)
 Bocconi University

Co-Editor-in-chief, European Journal of Operational Research

Readership: Advanced undergraduates, Master's students, as well as practitioners in business analytics, industrial engineering and operations research.

464pp Aug 2024
 978-981-129-377-1 US\$128 £120
 978-981-129-378-8(ebook) US\$205 £190

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Edward O Thorp
 author of *A Man For All Markets and Beat the Dealer*

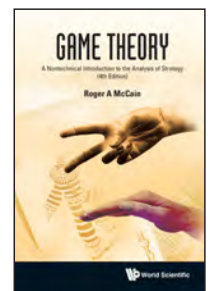
Readership: For researchers, students and professionals like finance professionals, data scientists, economists, investment managers and fund managers.

216pp Sep 2023
 978-981-127-381-0 US\$78 £70
 978-981-127-382-7(ebook) US\$125 £115

Textbook

GAME THEORY

A Nontechnical Introduction to the Analysis of Strategy (4th Edition) by **Roger A McCain** (Drexel University, USA)



As with the previous editions, this fourth edition relies on teaching by example and the Karplus Learning Cycle to convey the ideas of game theory in a way that is approachable, intuitive, and interdisciplinary. Noncooperative equilibrium concepts like Nash equilibrium and subgame perfect equilibrium are introduced. Subsequent chapters discuss cooperative solutions, rationalizable strategies, and applications to elections, social mechanisms, and large-scale games.

Readership: Undergraduates and graduates studying game theory or those interested to know more about game theory.

548pp Jun 2023
 978-981-126-295-1 US\$108 £100
 978-981-126-296-8(ebook) US\$173 £160

Entrepreneurship

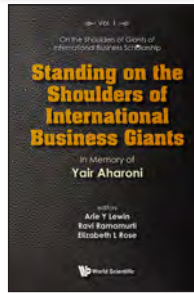
STANDING ON THE SHOULDERS OF INTERNATIONAL BUSINESS GIANTS

In Memory of Yair Aharoni edited by **Arie Y Lewin** (Duke University, USA), **Ravi Ramamurti** (Northeastern University, USA) & **Elizabeth L Rose** (Indian Institute of Management Udaipur, India)

This book serves as an introductory volume to Yair Aharoni's remarkable impact on international business (IB) research. Most IB researchers will be familiar with at least one aspect of his work, but relatively few will be familiar with his broader body of work, as it spans so many of the issues addressed today in IB and strategy. This book aims to introduce readers to the depth and breadth of his impact.

Readership: Faculty, instructor, graduate students and scholars of international business, strategy, and international entrepreneurship.

524pp	Apr 2024		
978-981-128-750-3	US\$168	£155	
978-981-128-751-0(ebook)	US\$269	£250	



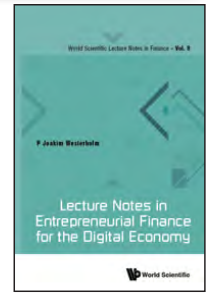
LECTURE NOTES IN ENTREPRENEURIAL FINANCE FOR THE DIGITAL ECONOMY

by **P Joakim Westerholm** (The University of Sydney Business School, Australia)

- Provides methods on how to train students to gain job-ready skills in entrepreneurial finance such as cash budgeting, financial forecasting, and venture valuation method
- Shows how students can learn business model evaluation techniques and how to pitch a business idea to prospective investors

Readership: University educators and professors, venture capital consultants and trainers.

212pp	Jul 2024		
978-981-124-989-1	US\$88	£80	
978-981-124-990-7(ebook)	US\$141	£130	



FROM IMMIGRANT TO TRANSNATIONAL DIASPORA ENTREPRENEUR

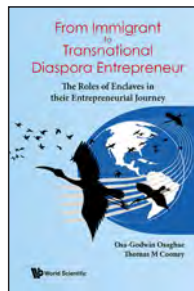
The Roles of Enclaves in their Entrepreneurial Journey by **Osa-Godwin Osaghae** (Coventry University, UK), **Thomas M Cooney** (Technological University Dublin, Ireland)

"This book makes a valuable contribution to our understanding of how immigrants are transforming the way businesses operate on a global scale. It offers a novel perspective on business and migration research, examining the innovative focus of enclave building and its role in developing transnational migrant entrepreneurial practices. Highly recommended!"

Ricard Zapata-Barrero, University Pompeu Fabra, Spain

Readership: Academics, researchers and students interested in entrepreneurship and the influence that transnational diasporic communities have on entrepreneurs in their communities.

212pp	Apr 2024		
978-981-129-052-7	US\$88	£80	
978-981-129-053-4(ebook)	US\$141	£130	



EXTRAORDINARY

From Stay-at-Home Mum to World-Class Entrepreneur

by **Yvon Bock** (Hegen, Singapore)

- Yvon's story illustrates the gaps in support that mothers face in contemporary society and highlights how what some may perceive to be an ordinary role can also add value to one's personal growth and development
- Provides insights on secrets to building a successful brand and how the reader can utilise their passion to achieve success

Readership: Aspiring entrepreneurs, working mothers, women leaders, and anyone interested in pursuing their passion to start up their own business.

200pp	Oct 2024		
978-981-9800-69-8(pbk)	US\$38	£35	
978-981-9800-54-4	US\$68	£65	
978-981-9800-55-1(ebook)	US\$109	£100	

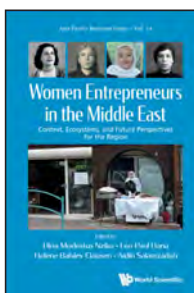


WOMEN ENTREPRENEURS IN THE MIDDLE EAST

Context, Ecosystems, and Future Perspectives for the Region edited by **Dina Modestus Nziku** (University of the West of Scotland, UK), **Léo-Paul Dana** (ICD Business School, Paris, France & Dalhousie University, Canada), **Helene Balslev Clausen** (Aalborg University, Denmark) & **Aidin Salamzadeh** (University of Tehran, Iran)

This book provides readers with a topical analysis of women entrepreneurs in the Middle East on the context, ecosystems, and future perspectives for the region. Authors have presented the reality of 11 countries from the region based on women entrepreneurs' historical backgrounds, challenges, and achievements, as well as the contribution towards economic development in their local/immediate communities and the Middle East at large.

360pp	May 2024		
978-981-128-348-2	US\$138	£125	
978-981-128-349-9(ebook)	US\$221	£205	



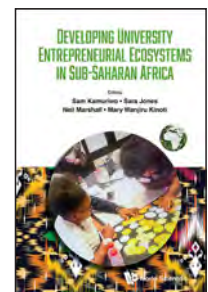
DEVELOPING UNIVERSITY ENTREPRENEURIAL ECOSYSTEMS IN SUB-SAHARAN AFRICA

edited by **Sam Kamuriwo**, **Sara Jones** (City University of London, UK), **Neil Marshall** (ChangeSchool, UK) & **Mary Wanjiru Kinoti** (University of Nairobi, Kenya)

The book provides a current review of the state of teaching entrepreneurship and its impact on Sub Saharan Africa (SSA) and does so as it illuminates different ways the universities are strengthening their university entrepreneurship ecosystems.

Readership: Practicing entrepreneurs; academics specialising in entrepreneurship and innovation; university curriculum planners for courses in entrepreneurship; developmental economists; economics and business undergraduate/post-graduate students.

360pp	Nov 2024		
978-981-9800-51-3	US\$128	£120	
978-981-9800-52-0(ebook)	US\$205	£190	



SUSTAINABLE DEVELOPMENT OF THE GREEN ENTREPRENEURIAL ECONOMY

edited by **Elena Popkova** (RUDN University, Russia), **Elena N Makarenko, Natalia G Vovchenko & Olga V Andreeva** (Rostov State University of Economics, Russia)

This book introduces a new category into the scientific turnover: green entrepreneurial economy. It is treated as an economy of environmental transformations of the business environment in support of sustainable development. The key subject of the green entrepreneurial economy is environmentally responsible business, which implements Sustainable Development Goals (SDGs) in its economic practice.

Readership: Scholars (both graduates and undergraduates), academics who study entrepreneurial economy; entrepreneurs and policy makers who support the Sustainable Development Goals; general readers interested in the subject.

600pp **Jul 2025**
978-981-129-076-3 **US\$168** **£155**
978-981-129-077-0(ebook) **US\$269** **£250**



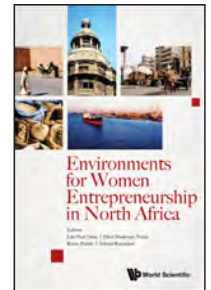
ENVIRONMENTS FOR WOMEN ENTREPRENEURSHIP IN NORTH AFRICA

edited by **Léo-Paul Dana** (ICD Business School Paris, France & LUT School of Business and Management, Finland), **Dina Modestus Nziku** (University of the West of Scotland, UK), **Ramo Palalić** (Sultan Qaboos University, Oman) & **Veland Ramadani** (South-East European University, North Macedonia)

This book provides scientific evidence, both theoretically and empirically, on the understudied field of women entrepreneurs across North Africa. It provides insights on the domain of women entrepreneurship, undertaking critical assessment of overall historical frameworks, ecosystems and future perspectives of the region.

Readership: Academics, university students and government officials interested in women entrepreneurs and entrepreneurship in the North African region.

196pp **Dec 2023**
978-981-127-611-8 **US\$78** **£70**
978-981-127-612-5(ebook) **US\$125** **£115**



DIGITAL TRANSFORMATION FOR ENTREPRENEURSHIP

edited by **Susanne Durst** (Reykjavik University, Iceland), **Aive Pevkur** (Tallinn University of Technology, Estonia)

- Entrepreneurship is being discussed/addressed by a new generation of researchers, including doctoral students active in entrepreneurship and related fields
- Thus, the topic will be discussed not only from different angles and perspectives but also from those that reflect this generation's world of thought on the topic

Readership: Undergraduates and postgraduates interested in digital transformation, and industry professionals.

272pp **Mar 2024**
978-981-127-016-1 **US\$98** **£90**
978-981-127-017-8(ebook) **US\$157** **£145**



PIONEERING A SMART, SUSTAINABLE, AND RESILIENT FUTURE

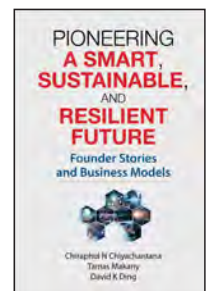
Founder Stories and Business Models by **Chiraphol N Chiyachantana, Tamas Makany & David K Ding** (Singapore Management University, Singapore)

"This book provides an excellent set of cases to illustrate how entrepreneurial businesses can combine their sustainability and resilience missions with their profit mission, thereby converting those missions from profit drags into profit drivers."

Erkko Autio, FBA
Imperial College Business School, UK

Readership: Start-ups and practitioners who are keen on the digital transformation of their business model.

164pp **Sep 2023**
978-981-126-790-1 **US\$38** **£35**
978-981-126-791-8(ebook) **US\$98** **£90**



STRICTLY BUSINESS

The Kwek Leng Beng Story by **Shing Hwei Peh** (The Nutgraf, Singapore)

"Kwek Leng Beng's story is worth reading. In my years interacting with him as a government minister and as a friend, I found him thoughtful, realistic and creative. He is not given to publicity or flashy living. He is a worrier. His lifework consisted of building on what he inherited from his father and turning CDL into a remarkable international enterprise."

George Yeo
former Cabinet Minister of Singapore

Readership: Businessmen, decision-makers, and all readers interested in business, the real estate sector, hospitality sector, and finance sector.

304pp **Feb 2024**
978-981-128-451-9(pbk) **US\$36** **£35**
978-981-128-448-9 **US\$72** **£65**
978-981-128-449-6(ebook) **US\$115** **£105**



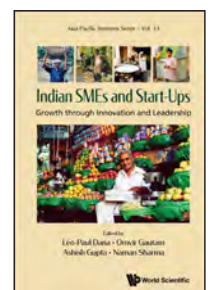
INDIAN SMES AND START-UPS

Growth through Innovation and Leadership edited by **Léo-Paul Dana** (ICD Business School, Paris, France & Dalhousie University, Canada), **Omvir Gautam** (Vishwakarma University, India), **Ashish Gupta & Naman Sharma** (Indian Institute of Foreign Trade, India)

- Focuses on the achievements and further potential of small Indian businesses and start-ups
- In-depth examination of original case studies, quantitative studies and qualitative research on a wide array of sectors (both traditional and technology-driven)
- Offers new insights on how small business owners and budding entrepreneurs should pursue innovations through purposeful and driven leadership

Readership: University students, researchers and budding entrepreneurs interested in entrepreneurship.

376pp **Jun 2023**
978-981-126-954-7 **US\$128** **£120**
978-981-126-955-4(ebook) **US\$205** **£190**



BESTSELLING & NOTABLE TITLES

Sustainability for Beginners, Ramadoss Tamil Selvan et al.

Celebrating Entrepreneurs, Edward B Roberts

IDENTIFYING BUSINESS OPPORTUNITIES THROUGH INNOVATION

by **Wai Fong Boh, Thara Ravindran** (*Nanyang Technological University, Singapore*)

"I would fully recommend this book to all would-be entrepreneurs as being a practical compendium of ways to turn ideas into reality."

Mr Dileep Nair, Diplomat
Former UN Under-Secretary-General



Readership: Aspiring and practicing young entrepreneurs; managers, academics and researchers interested in entrepreneurship and focused on Asian region.

188pp May 2023
978-981-126-027-8 US\$48 £45
978-981-126-028-5(ebook) US\$98 £90

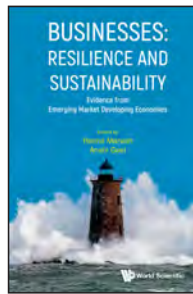
BUSINESSES: RESILIENCE AND SUSTAINABILITY

Evidence from Emerging Market Developing Economies
edited by **Reena Marwah, Anshi Goel** (*University of Delhi, India*)

This book presents a collection of empirical and original research papers on evolving business strategies within a dynamic global environment to provide valuable insights to scholars, academicians, practitioners, policymakers and students.

Readership: Scholars, academicians, practitioners, students, and policymakers in the field of business and development; anyone interested to explore the global business environment in aftermath of the pandemic.

272pp May 2023
978-981-126-652-2 US\$98 £90
978-981-126-653-9(ebook) US\$157 £145



New Teaching Resources for Management in a Globalised World - Vol 6

HUMANE ENTREPRENEURSHIP

Creating a New Economy, Venture by Venture

by **Craig S Galbraith, Curt H Stiles** (*University of North Carolina Wilmington, USA*)

This treatise defines humane to mean that which is natural to human beings. It then suggests that much of the economic activity and many of the structures of modern business are inhumane. In response to this possibility, the book examines the nature of the humane in society and business and reviews the literature, beliefs, and standards of human behavior that would lead to the growth of a truly humane economy.

Readership: Graduate students and academics specializing in entrepreneurship.

240pp Apr 2023
978-981-127-123-6 US\$88 £80
978-981-127-124-3(ebook) US\$141 £130



CLIMATE-SMART INNOVATION

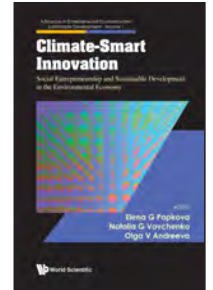
Social Entrepreneurship and Sustainable Development in the Environmental Economy

edited by **Elena G Popkova** (*MGIMO University, Russia*), **Natalia G Vovchenko & Olga V Andreeva** (*Rostov State University of Economics, Russia*)

This book studies smart green innovation through the prism of social entrepreneurship as a driver for sustainable development and the development of an environmental economy. It systematizes and analyzes the modern challenges of the environmental economy: climate change and environmental pollution.

Readership: The primary market of this book is scholars who study the environmental economy, sustainable development, and social entrepreneurship.

424pp Apr 2023
978-981-126-424-5 US\$148 £135
978-981-126-425-2(ebook) US\$237 £220



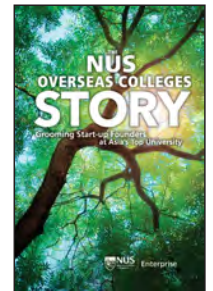
THE NUS OVERSEAS COLLEGES STORY

Grooming Start-up Founders at Asia's Top University
by **Yeow Meng Chee** (*National University of Singapore, Singapore*), **Grace Chng**

Told in a narrative, story-telling style, this book tells the story of how NUS Overseas Colleges (NOC) was founded, and the critical role played by the NOC in the development of Singapore's startup ecosystem. It chronicles how the founders overcame various challenges to launch the first NOC run in 2002. Featuring the experiences of many individuals whose lives have been touched by the programme, the book captures the early days of NOC startup entrepreneurs who are now household names in the Singapore startup scene.

Readership: Readers interested in entrepreneurship and the history of Singapore's local startup scene.

204pp Apr 2023
978-981-126-745-1 (pbk) US\$38 £35
978-981-126-732-1 US\$58 £55
978-981-126-733-8(ebook) US\$98 £90



General Business and Management

WHY DIVERSITY, EQUITY, AND INCLUSION MATTER

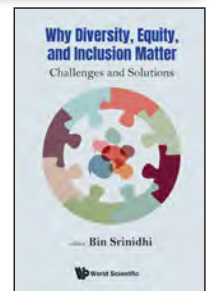
Challenges and Solutions
edited by **Bin Srinidhi** (*University of Texas at Arlington, USA*)

"It is a quick resource for those interested in learning more about the positive impacts of strong Diversity, Equity & Inclusion (DEI) programs and the pervasive, negative impact of the lack of DEI programs."

Accounting Horizons

Readership: Academics and executives focused on DEI issues, and regulators setting policies for DEI initiatives.

500pp Jan 2024
978-981-127-840-2 US\$168 £155
978-981-127-841-9(ebook) US\$269 £250

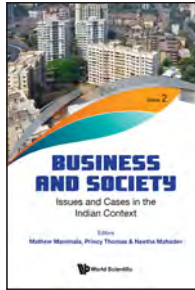


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BUSINESS AND SOCIETY

Issues and Cases in the Indian Context edited by **Mathew Manimala** (*Indian Institute of Management, India*), **Princy Thomas** (*CHRIST (Deemed to be University), India*) & **Neetha Mahadev** (*BNM Institute of Technology, India*)



- Raises awareness about the social and environmental responsibilities of business organizations
- Covers a wide range of issues relating to the relationship between business and society, both relating to and beyond social entrepreneurship
- Focuses on the normative development of organizational development

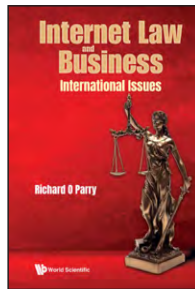
Readership: Academic researchers, practitioners and policymakers who are interested in the relationship between business and society, and how the two fields interact with each other, in an Indian context.

380pp	Apr 2024		
978-981-128-666-7	US\$138	£125	
978-981-128-667-4(ebook)	US\$221	£205	

Textbook

INTERNET LAW AND BUSINESS

International Issues by **Richard O Parry** (*California State University, USA*)



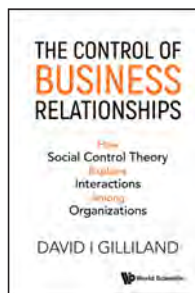
This book aims to provide advanced undergraduate and graduate students with a comprehensive review and analysis of the legal, ethical and regulatory environments, both national and international, that relate to businesses and the Internet.

Readership: Advanced undergraduate and graduate students in accounting, business, computer and information decision sciences, management, and legal studies.

512pp	Mar 2024		
978-981-127-849-5 (pbk)	US\$88	£80	
978-981-127-690-3	US\$188	£175	
978-981-127-691-0(ebook)	US\$301	£275	

THE CONTROL OF BUSINESS RELATIONSHIPS

How Social Control Theory Explains Interactions Among Organizations by **David I Gilliland** (*Colorado State University, USA*)



How does social control theory explain the relationships between business firms and organizations? This book aims to answer that question. Providing a comprehensive organizing framework of control (1st, 2nd, and 3rd party control), this book focuses on informal and formal applications of control mechanisms such as contracts, monitoring mechanisms, incentives, and punishments.

Readership: Graduate-level students and above.

220pp	Apr 2024		
978-981-128-487-8	US\$88	£80	
978-981-128-488-5(ebook)	US\$141	£130	

BEHIND THE BANYAN

Ho Kwon Ping on Building a Global Brand by **Aaron Low** (*The Nutgraf, Singapore*)



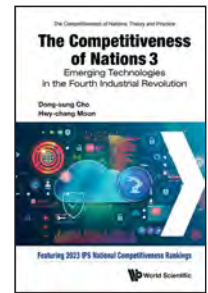
In *Behind the Banyan*, the company's founder and executive chairman peels back the layers of the company's successes and failures. Kwon Ping shares how he and his co-founders built a company from nearly nothing. From constructing a resort in the mountains of Lijiang in China to rebuilding his properties in Phuket after the 2004 tsunami, he opens on the highs and lows over the course of his extraordinary 30-year entrepreneurial journey.

Readership: Aspiring entrepreneurs, business students, resort and spa lovers.

288pp	Jul 2024		
978-981-129-159-3 (pbk)	US\$36	£35	
978-981-129-049-7	US\$72	£65	
978-981-129-050-3(ebook)	US\$115	£105	

THE COMPETITIVENESS OF NATIONS 3

Emerging Technologies in the Fourth Industrial Revolution by **Dong-sung Cho** (*The Institute for Industrial Policy Studies & Seoul National University, South Korea*), **Hwy-chang Moon** (*The Institute for Policy & Strategy on National Competitiveness & Seoul National University, South Korea*)



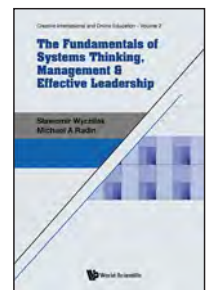
Alongside the theoretical frameworks and methodologies for national competitiveness presented in this book, the special theme and focus of this third volume is the fourth industrial revolution and the emerging technologies that are relevant to corporate and national competitiveness.

Readership: Advanced undergraduate and graduate students, researchers and practitioners in the fields of national competitiveness and international business.

388pp	Jun 2024		
978-981-128-222-5	US\$138	£125	
978-981-128-223-2(ebook)	US\$221	£205	

THE FUNDAMENTALS OF SYSTEMS THINKING, MANAGEMENT & EFFECTIVE LEADERSHIP

by **Stawomir Wyciślak** (*Jagiellonian University, Poland*), **Michael A Radin** (*Rochester Institute of Technology, USA*)



This comprehensive book intricately weaves together the disciplines of systems thinking, management, educational leadership, complexity science, and diversity. Unique in its approach, it bridges theoretical concepts with real-world applications providing educators, managers, and leaders with practical tools and strategies for implementing systems thinking in diverse educational and managerial contexts.

Readership: Academicians and professionals working on management, leadership, and systems thinking. Students specializing in psychology, pedagogy, management and creative leadership.

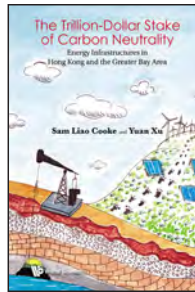
308pp	Jul 2024		
978-981-129-161-6 (pbk)	US\$58	£55	
978-981-129-058-9	US\$108	£100	
978-981-129-059-6(ebook)	US\$173	£160	

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THE TRILLION-DOLLAR STAKE OF CARBON NEUTRALITY

Energy Infrastructures in Hong Kong and the Greater Bay Area

by **Sam Liao Cooke, Yuan Xu** (*The Chinese University of Hong Kong, Hong Kong*)



The world has been witnessing an accelerating momentum toward carbon neutrality, with almost all major countries onboard. The stakes are extremely high with over US\$100 trillion in investments needed to achieve net zero emissions. This book delves into this intricate multi-trillion-dollar landscape of opportunities and challenges. The detailed, project-level examination in this book will provide direct insights for interested parties to position themselves.

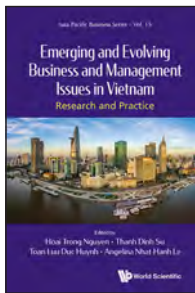
Readership: Governments, policy-makers, businesses, and decision-makers interested in carbon neutrality.

208pp	Jul 2024	
978-981-129-030-5	US\$68	£65
978-981-129-031-2(ebook)	US\$109	£100

EMERGING AND EVOLVING BUSINESS AND MANAGEMENT ISSUES IN VIETNAM

Research and Practice

edited by **Hoai Trong Nguyen, Thanh Dinh Su, Toan Luu Duc Huynh & Angelina Nhat-Hanh Le** (*University of Economics Ho Chi Minh City, Vietnam*)



The study of the transformation of a market-oriented economy is crucial to a successful transition, along with the advancements in exchange efficiency and effectiveness. The book also covers cultural intelligence and financial literacy among in terms of spending, saving, borrowing, and investment in Vietnam.

Readership: Researchers, graduates, undergraduate students of strategic management, digital marketing and advertising, FinTech.

460pp	Jul 2024	
978-981-128-609-4	US\$148	£135
978-981-128-610-0(ebook)	US\$237	£220

THE BIGGEST WINNERS ARE SMALL

Understanding Sustainability and Future Readiness of Global Small and Medium-Sized Enterprises

by **Rashimah Rajah** (*University of Twente, the Netherlands*)



"An essential read for grasping and harnessing the competitive advantages, collaborative strength, and positive societal influence wielded by SMEs. This book covers, in particular, the concept of 'future readiness' which should be part of any business strategy in today's volatile world, especially for SMEs."

Julia Devos
Head, New Champions Community
World Economic Forum

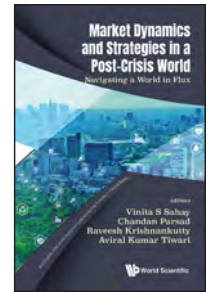
Readership: Academicians and researchers in general management and sustainability. Practitioners in general management. Advanced undergraduate and graduate students.

176pp	Jul 2024	
978-981-129-374-0	US\$88	£80
978-981-129-375-7(ebook)	US\$141	£130

MARKET DYNAMICS AND STRATEGIES IN A POST-CRISIS WORLD

Navigating a World in Flux

edited by **Vinita S Sahay, Chandan Parsad, Raveesh Krishnankutty & Aviral Kumar Tiwari** (*Indian Institute of Management Bodh Gaya, India*)



- Showcases ideas proposed by authors to address cross-sectoral challenges which have become more prevalent as a result of the COVID-19 crisis, including sustainable production and consumption patterns; the education sector; business operations; and digital business models
- Features government and institutional responses to the COVID-19 pandemic as case studies

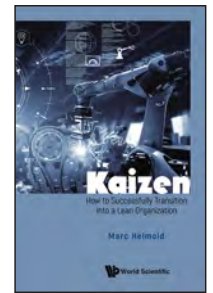
Readership: Advanced undergraduate and graduate students, researchers and practitioners in the fields of marketing, consumer behaviour and general business management.

350pp	Oct 2024	
978-981-129-209-5	US\$138	£125
978-981-129-210-1(ebook)	US\$221	£205

KAIZEN

How to Successfully Transition into a Lean Organization

by **Marc Helmold** (*IU Internationale Hochschule Berlin, Germany*)



"Lean Management is more relevant today than ever before. It enables organizations to increase efficiency, adapt to market changes, foster innovation, increase employee engagement and develop sustainable business practices. Marc Helmold shows how this can be achieved — with a broad focus, yet practical for implementation."

Torsten Laub
Head of Hamburg Office, German Association
for Quality – DGQ

Readership: Undergraduate, graduates, MBA students, managers and experts across the value chain who would like to learn how to transform an organization into a lean organization through value-adding activities.

212pp	Sep 2024	
978-981-129-280-4(pbk)	US\$38	£35
978-981-129-243-9	US\$78	£70
978-981-129-244-6(ebook)	US\$125	£115

FAMILY LEGACY AND LEADERSHIP

Preserving True Family Wealth in Challenging Times

by **Mark Haynes Daniell** (*Raffles Family Wealth Trust, Singapore*),
Sara S Hamilton (*Family Office Exchange, USA*)

This book looks at the essential challenges and practical approaches legacy families and their leaders can take to ensure that all aspects of their greater family enterprise — family, business, philanthropy and other initiatives — work well now and for long into the future.

Readership: Wealthy families, family advisors, family office executives, academic professionals, students, and members of international wealth markets.

350pp	Nov 2024	
978-981-128-453-3(pbk)	US\$48	£45
978-981-128-381-9	US\$88	£80
978-981-128-382-6(ebook)	US\$141	£130

Japanese Management and International Studies - Vol 21

INTEGRATED POWER OF MANAGEMENT CONTROL SYSTEMS IN JAPAN

edited by **Eri Yokota** (Keio University, Japan)

In this book, Japanese researchers discuss the situations in which management control, a tool born in Europe and the US, is utilized in Japan. Specifically, the book focuses on various types of management control systems, from manufacturing companies, innovation companies, service companies to non-profit companies, and explains the characteristics of these systems-based Japanese organizations.

Readership: For students and academics who are interested in the management control framework in Japan.

235pp	Dec 2024	
978-981-129-564-5	US\$98	£90
978-981-129-565-2(ebook)	US\$157	£145



CONSOLIDATING AND DEVELOPING A BODY OF KNOWLEDGE FOR PUBLIC-PRIVATE PARTNERSHIP PROJECT MANAGEMENT

edited by **Yongjian Ke** (University of Technology, Australia), **Robert Osei-Kyei** (Western Sydney University, Australia)

- This book focus on consolidating and developing a body of knowledge for public-private partnership (PPP) project management
- Captures and showcases the latest international research and development on PPP
- Provides PPP project managers with valuable insights and references, enabling and empowering better informed decisions

Readership: Academics, teachers, postgraduate students and practitioners in the fields of infrastructure, construction and project management.

450pp	Jul 2025	
978-981-128-207-2	US\$158	£145
978-981-128-208-9(ebook)	US\$253	£235

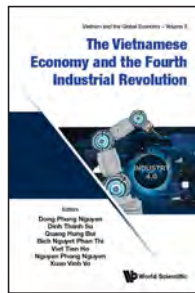
THE VIETNAMESE ECONOMY AND THE FOURTH INDUSTRIAL REVOLUTION

edited by **Dong Phong Nguyen, Dinh Thanh Su, Quang Hung Bui, Bich Nguyet Phan Thi, Viet Tien Ho, Nguyen Phong Nguyen & Xuan Vinh Vo** (University of Economics Ho Chi Minh City, Vietnam)

This book collects scholarship in topics such as marketing, behavioral economics, management, leadership, tourism, and law, by authors who are not only professors in the education industry, but also state officers holding governmental positions and managers of successful companies.

Readership: Advanced undergraduate and graduate students, researchers and practitioners in the fields of particle marketing, behavioral economics, management, leadership, tourism and law.

300pp	Dec 2024	
978-981-126-224-1	US\$98	£90
978-981-126-225-8(ebook)	US\$157	£145



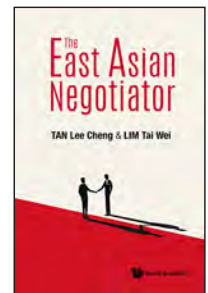
THE EAST ASIAN NEGOTIATOR

by **Lee Cheng Tan** (Singapore University of Social Sciences, Singapore), **Tai Wei Lim** (Soka University, Japan)

"The authors of this book have put in a lot of effort to research and explain the various negotiating styles and cultural nuances of parties from China, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Thailand and Vietnam. It makes for a fascinating read and is an invaluable reference and resource for anyone wanting to negotiate with or intending to do business with counterparties from these Asian countries."

George Lim
Senior Counsel & International Mediator

284pp	Dec 2023	
978-981-128-050-4	US\$98	£90
978-981-128-051-1(ebook)	US\$157	£145



PHILIPPINE CONGLOMERATES AND INCLUSIVE DEVELOPMENT

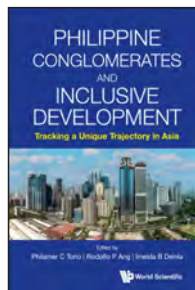
Tracking a Unique Trajectory in Asia edited by **Philamer C Torio, Rodolfo P Ang & Imelda B Deinla** (Ateneo de Manila University, Philippines)

"The editors and contributors to Philippine Conglomerates and Inclusive Development are to be congratulated on the publication of this timely and comprehensive volume... The volume's comparative case studies are an added attraction. All in all, a most compelling read."

Dr Hal Hill
The Australian National University

Readership: Business professionals, policymakers, and scholars who are interested in finding out more about Asian conglomerates and their role in promoting economic growth and inclusive development.

306pp	Jan 2025	
978-981-126-405-4	US\$98	£90
978-981-126-406-1(ebook)	US\$157	£145

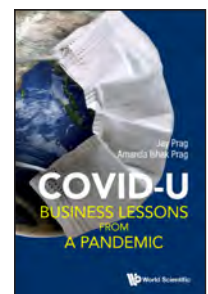


COVID-U

Business Lessons from a Pandemic by **Jay Prag** (Claremont Graduate University, USA), **Amanda Ishak Prag**

This book focuses on the business lessons we have learned since the pandemic began in early 2020. It takes an interdisciplinary approach to examining the effects of COVID-19 on multiple aspects of business, such as marketing and finance. At the same time, it stresses the need to consider the human element of business above all else, showing that people are the most important piece of what has become a devastating and unpredictable puzzle.

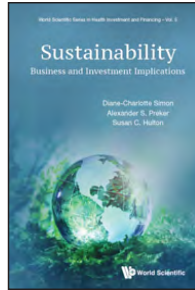
152pp	Feb 2023	
978-981-12-6772-7	US\$58	£55
978-981-12-6773-4(ebook)	US\$98	£90



BESTSELLING & NOTABLE TITLES
Adult Learning and Decision Making , Fengli Mu et al.
Applied Business Ethics , Mathias Schüz
Asian Family Businesses , Annie Koh et al.
Overcoming Crisis , Parissa Haghirian
Practice of Business Ethics – Case Study of Johnson & Johnson , Hiroo Takahashi
The Competitiveness of Nations 1 , Dong-sung Cho, et al.
The Emerging Business Models , Chong Guan, et al.

SUSTAINABILITY

Business and Investment Implications
 edited by **Diane-Charlotte Simon** (*Credit Agricole Corporate & Investment Bank, USA*),
Alexander S Preker (*Columbia University, USA & Commission on Pollution, Health and Development, USA*) & **Susan C Hulton** (*SCH Legal Adviser, USA*)

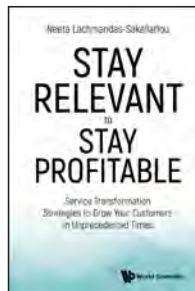


This book explores the business and investment implications of sustainability, both opportunities and challenges. The volume lays the groundwork for understanding the growing areas of sustainable business and sustainable finance. Over the past few decades, the world has witnessed significant improvements in economic development that meet a wide range of human needs. Ensuring that such development takes place in a “sustainable” way is the central focus of the book. The book provides insights for businesses, investors, and others on how to navigate this complex and evolving landscape.

648pp **Oct 2023**
978-981-124-091-1 **US\$145** **£135**
978-981-124-092-8(ebook) **US\$232** **£215**

STAY RELEVANT TO STAY PROFITABLE

Service Transformation Strategies to Grow Your Customers in Unprecedented Times
 by **Neeta Lachmandas-Sakellariou**



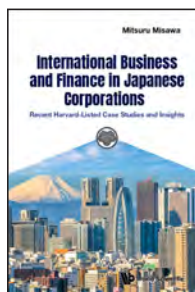
“Based on over 20 years of experience and deep knowledge of service delivery in both the private and public sectors, Neeta has skillfully integrated a wide range of concepts, frameworks and practices. This book provides a consumer centered and common-sense perspective and approach to service design and customer experience. A thought provoking, human and insightful read for anyone mulling service transformation in their organization, why they must do it and how to get a running start.”

Gerry George
Georgetown University

272pp **Oct 2023**
978-981-127-426-8 **US\$48** **£45**
978-981-127-427-5(ebook) **US\$98** **£90**

INTERNATIONAL BUSINESS AND FINANCE IN JAPANESE CORPORATIONS

Recent Harvard-Listed Case Studies and Insights
 by **Mitsuru Misawa** (*University of Hawaii at Manoa, USA*)



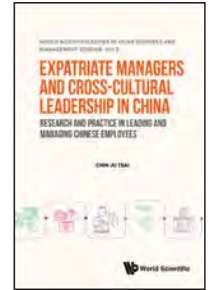
- This book reflects the most current changes in Japan’s economy, providing in-depth and relevant information on the current state of Japanese corporations
- The author’s written case studies are in high demand. They are also listed in the European Case Clearing House, the Asian Case Research Center at the University of Hong Kong, and Harvard Business Publishing Online

Readership: Graduates and undergraduates majoring in business or finance, educators and academics teaching courses on Japan in universities, management executives and business professionals who are responsible for making business plans or decisions involving Japan.

216pp **Oct 2023**
978-981-127-725-2 **US\$88** **£80**

EXPATRIATE MANAGERS AND CROSS-CULTURAL LEADERSHIP IN CHINA

Research and Practice in Leading and Managing Chinese Employees
 by **Chin-Ju Tsai** (*Royal Holloway University of London, UK*)



Winner of the 2024 Relocate Award for Best book

“How employees are managed and led is a perennially important topic. This becomes even more so when leaders are from different nationalities to their ‘followers’. That is the focus of this excellent and path-breaking book on cross-cultural leadership... It not only covers much of the relevant literature and theories, but is also practical as it concludes with 12 helpful and useful ‘tips’ for expats to manage and lead local employees.”

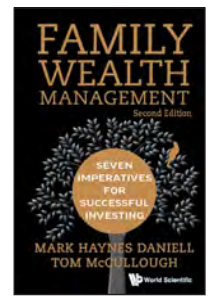
Chris Rowley
University of Oxford

324pp **Aug 2023**
978-981-127-878-5 **US\$98** **£90**
978-981-127-879-2(ebook) **US\$157** **£145**

FAMILY WEALTH MANAGEMENT

Seven Imperatives for Successful Investing
(2nd Edition)

by **Mark Haynes Daniell** (*Raffles Family Wealth Trust, Singapore*), **Tom McCullough** (*Northwood Family Office, Canada*)



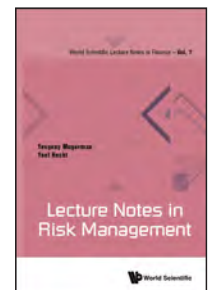
This book addresses a family’s philosophy of wealth, the development and prioritization of goals, and the understanding, structuring and allocation financial assets. In addition, the authors provide clear insights on the specifics of investment management and engaging and educating the family and its members in wealth management.

532pp **Aug 2023**
978-981-126-716-1 (pbk) **US\$48** **£45**
978-981-126-589-1 **US\$88** **£80**
978-981-126-590-7(ebook) **US\$141** **£130**

World Scientific Lecture Notes in Finance - Vol 7

LECTURE NOTES IN RISK MANAGEMENT

by **Yevgeny Mugerma** (*Bar-Ilan University, Israel*), **Yoel Hecht** (*College of Management Academic Studies, Israel*)



Risk management has become one of the key requirements for insightful decision-making. What are risks sources? How are they being managed? This book describes certainty, uncertainty, financial risks, methods of risk mitigation, and risk management.

Readership: Students studying and instructors teaching financial risk management, and practitioners in the field.

320pp **Jul 2023**
978-981-127-194-6 **US\$98** **£90**
978-981-127-195-3(ebook) **US\$157** **£145**

SUSTAINABILITY MANAGEMENT AND NETWORK MANAGEMENT

edited by **Kazuki Hamada** (*Okayama Shoka University, Japan*), **Johei Oshita** (*Kyushu University, Japan*) & **Hiroshi Ozawa** (*Nagoya University, Japan*)

The authors focus on the problem of sustainability from the standpoint of corporate management in this book. It focus on how companies should implement sustainability management through considering both the theoretical aspects and practical aspects of actual companies.

Readership: For researchers who are interested in sustainability issues, and students in business and management courses.

204pp	Jul 2023	
978-981-127-225-7	US\$78	£70
978-981-127-226-4(ebook)	US\$125	£115



THE COMPETITIVENESS OF NATIONS 2

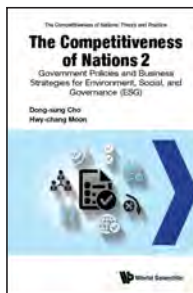
Government Policies and Business Strategies for Environmental, Social, and Governance (ESG)

by **Dong-sung Cho** (*The Institute for Industrial Policy Studies & Seoul National University, South Korea*), **Hwy-chang Moon** (*The Institute for Policy & Strategy on National Competitiveness & Seoul National University, South Korea*)

This edition explores the development of ESG in various regions including Asia (Japan, Korea, India), Europe (Russia), Latin America (Peru), and Africa (Sub-Saharan Africa). It addresses how firms can contribute to ESG, and what governments should do to incentivize or regulate firms' engagement in its practices.

Readership: Advanced undergraduate and graduate students, researchers and practitioners in the fields of competitiveness, international business, and corporate social responsibility/ESG/sustainability.

400pp	Jun 2023	
978-981-126-808-3	US\$138	£125
978-981-126-809-0(ebook)	US\$221	£205



DECODING THE RISE OF MADE-IN-CHINA

Why the Continuity of Catch-up Ladder Ultimately Matters

by **Bin Guo** (*Zhejiang University, China*)

This book provides a novel theoretical framework to explain the real source of competitive advantage of Chinese manufacturing. More importantly, such a framework can be generalized to analyze the potential of catch-up for large emerging economies in the globalization era. The book also provides insights for policy makers to rethink their design of policies.

Readership: For students, researchers and professionals who are interested to understand the real sources of competitive advantage of Chinese manufacturing and the Chinese economy.

272pp	May 2023	
978-981-126-521-1	US\$98	£90
978-981-126-522-8(ebook)	US\$157	£145



SOLID GROWTH

Strategies of Industrial Champions in Global Markets

by **Olaf Plötner** (*ESMT Berlin, Germany*), **Johannes Habel** (*University of Houston, USA*) & **Bianca Schmitz** (*ESMT Berlin, Germany*)

This book examines global strategies for industrial champions. In particular, it highlights three categories of supply in industrial markets: premium products, low-price products, and complex digital solutions. The authors identify opportunities for creating synergies between these three strategies and address the overarching question: How can the company of the future be organized?

Readership: Practitioners, researchers and graduate students in the fields of global B2B industrial markets.

240pp	Mar 2023	
978-981-126-451-1	US\$58	£55
978-981-126-452-8(ebook)	US\$98	£90



Human Resource Management

HUMAN RESOURCE MANAGEMENT IN SINGAPORE — THE COMPLETE GUIDE

by **Oun Hean Loh** (*Align Group, Singapore*), **Jacqueline Suet Peck Chin** (*Align Group, Singapore*)

"Human Resource is our most precious asset. Progressive HR enhances human capital. Regressive HR depresses it. HR practitioners are entrusted with heavy responsibility. They must equip themselves with the knowledge and skills so that they could multiply the human capital under their care."

This HR management series is timely. It is written in the Singapore context guided by our local employment laws and tripartite guidelines and standards. I commend the authors for their endeavour to produce such a first."

Lim Swee Say

Former Minister for Manpower

Former Secretary General, National Trades Union Congress

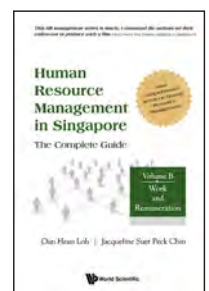
Volume A on Employment Management explains the differences between contract of service and contract for service and the various types of employment and engagement of services, including permanent employment, term contract, re-employment, part-time employment and casual work.

480pp	Jun 2024	
978-981-127-701-6	US\$98	£90
978-981-127-702-3(ebook)	US\$157	£145



Volume B on Work and Remuneration deals with regulatory provisions and practices on working hours and payments for overtime and work on rest days and public holidays. This volume will equip readers with salary concepts, insights and practical pointers to design and manage a salary blend that will support an organisation's talent strategy.

564pp	Jun 2024	
978-981-127-942-3	US\$98	£90
978-981-127-943-0(ebook)	US\$157	£145



HUMAN RESOURCE MANAGEMENT IN SINGAPORE — THE COMPLETE GUIDE

by **Oun Hean Loh, Jacqueline Suet Peck Chin** (*Align Group, Singapore*)

Human Resource Management in Singapore — The Complete Guide covers a wide spectrum of human resource management topics in five volumes: *Employment Management, Work and Remuneration, Employee Benefits, Performance and Development, and Employee Conduct and Relations*. In every chapter, the WHY, WHAT and HOW are presented lucidly. The books are a must-have GPS for any human resource practitioner in Singapore. Students, academics and bosses into human resource management as well as overseas human resource practitioners will also find the books helpful and instructive.

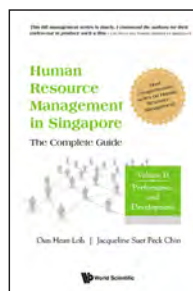
Readership: For human resource practitioners, management consultants and officers in key manpower organisations, as well as students and academic staff who are covering human resource management.

Volume C on Employee Benefits brings readers through a wide array of employee and leave benefits, both mandatory and discretionary including medical, dental, transport, insurance, overseas posting incentives, long service awards, flexible benefits and more. Employee benefits do much to convey an organisation's total employee value proposition. The design of benefits requires astute judgment; in showing empathy for employees' needs, it must also be deliberate and purposeful to steer employee behaviours and incisive to exact a return for the organisation.



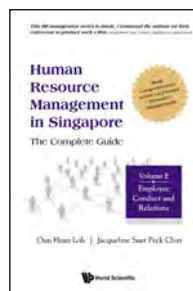
380pp **June 2024**
978-981-128-084-9 **US\$58** **£55**
978-981-128-085-6(ebook) **US\$98** **£90**

Volume D on Performance and Development covers different aspects of performance management: performance planning and goals setting, performance feedback and coaching, performance appraisal and moderation, and dealing with weak performers. Many challenges faced by organisations and their managers in making performance management decisions are candidly put on the spotlight. Realistic options and solutions are suggested.



500pp **Apr 2025**
978-981-128-416-8 **US\$98** **£90**
978-981-128-417-5(ebook) **US\$157** **£145**

Volume E on Employee Conduct and Relations brings readers through the important and sensitive subjects of employee communications and engagement, employee grievances, workplace discrimination and workplace harassment. The deep dive in workplace discrimination is timely in view of the impending new legislation on workplace fairness for Singapore. General code of conduct and disciplinary management framework for misconduct, embodying the principles of natural justice and rules of impartiality are covered comprehensively.



550pp **Apr 2025**
978-981-128-419-9 **US\$98** **£90**
978-981-128-420-5(ebook) **US\$157** **£145**

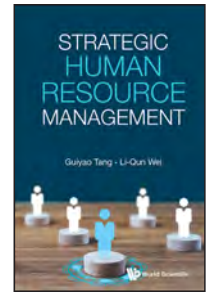
Textbook

STRATEGIC HUMAN RESOURCE MANAGEMENT

by **Guiyao Tang** (*Shandong University, China*), **Li-Qun Wei** (*Hong Kong Baptist University, Hong Kong*)

Strategic human resource management (SHRM), as a crucial foundation for the survival and development of a firm, linking human resource management with a firm's strategic objectives to achieve sustainable competitive advantage. The first part introduces SHRM concepts and theory. The second part covers strategic implementation: human resource planning, staffing, training and development, performance management, and compensation management.

Readership: Anyone interested in the SHRM: from undergraduates and graduate students to master of business administration (MBA) students and firm managers.



300pp **Oct 2024**
978-1-80061-575-5(pbk) **US\$58** **£55**
978-1-80061-564-9 **US\$98** **£90**
978-1-80061-565-6(ebook) **US\$157** **£145**

Innovation / Technology / Knowledge / Information Management

Textbook

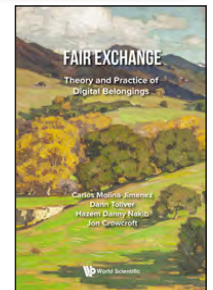
FAIR EXCHANGE

Theory and Practice of Digital Belongings
 by **Carlos Molina-Jimenez, Dann Toliver, Hazem Danny Nakib & Jon Crowcroft** (*University of Cambridge, UK*)

"The authors give a clear exposition of the key features of fair exchange protocols. They establish a framework for fair exchange and discuss different instantiations... This is an important and interesting read for anybody with an interest in this vital component of the digital economy."

Chris Hankin, Imperial College London

Readership: Researchers; Industry practitioners (technology, e-commerce, marketplaces); Postgraduate students; Libraries.



292pp **Mar 2024**
978-1-80061-516-8 **US\$98** **£90**
978-1-80061-517-5(ebook) **US\$157** **£145**

SOLAR POWER FINANCE WITHOUT THE JARGON (2nd Edition)

by **Jenny Chase** (*BloombergNEF, Switzerland*)

"Indispensable reading for clean energy pros and industry newcomers alike. Jenny Chase masterfully tells the story of solar power while weaving in the technical complexity expected by industry veterans... Chase rightfully incorporates the impact of geopolitical conflicts, like Russia's invasion of Ukraine, on the energy transition, while also highlighting innovation in tangential sectors, like battery storage, hydrogen, and more. I can't recommend this book enough."

John Engel, Editor-in-Chief of Renewable Energy World & POWERGRID International



272pp **Jan 2024**
978-1-80061-492-5(pbk) **US\$38** **£35**
978-1-80061-478-9 **US\$98** **£90**
978-1-80061-479-6(ebook) **US\$157** **£145**

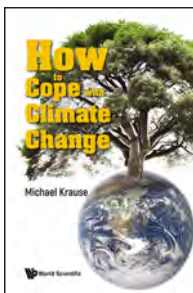
HOW TO COPE WITH CLIMATE CHANGE

by Michael Krause

This book also deals with the concept of change. How is a successful change defined? What steps are necessary, and which steps come first? Fortunately, there is good news. Innovation and human ingenuity will produce the tools needed to deal with the climate catastrophe. The only question is whether people will themselves be able to change to a sufficient degree. The whole process of change will take generations, it will have to be a joint effort, and the stakes are incredibly high.

Readership: General public, undergraduate and graduate students interested in climate change, green technologies and societal and behavioral change.

372pp	Feb 2024		
978-981-128-739-8(pbk)	US\$38	£35	
978-981-128-683-4	US\$88	£80	
978-981-128-706-0(ebook)	US\$141	£130	



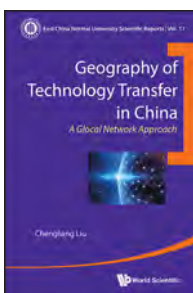
GEOGRAPHY OF TECHNOLOGY TRANSFER IN CHINA

A Glocal Network Approach
by Chengliang Liu (East China Normal University, China)

Technology transfer studies are usually framed through Economics and Management Sciences, but this book seeks to reveal the mechanism of technology transfer from the geographical perspective. It not only depicts the spatial evolution laws of glocal technology transfer networks, but also uses regression models to uncover the two-way effects between the networks and innovative capacity. In addition, this book highlights the integration and interaction of networks on both the global and local scales.

Readership: Advanced undergraduate and graduate students; researchers and practitioners in the field of geography, economics and business management.

544pp	Jan 2024		
978-981-127-495-4	US\$158	£145	
978-981-127-496-1(ebook)	US\$253	£230	



SMART SUSTAINABILITY TRANSFORMATION PLAYBOOK

by Belinda Yuen, Francine Chan, Xin Yang & Kelly Lim (Singapore University of Technology and Design (SUTD), Singapore)

This book aims to demystify the socio-technical systems and processes of sustainability transitions through the study of 12 smart cities — Auckland, Boston, Copenhagen, Gothenburg, Guangzhou, Hangzhou, Medellin, Melbourne, Milan, Seoul, Tokyo, and Vancouver, selected from the IMD-SUTD 2021 Smart City Index.

Readership: Researchers, professionals, and students interested in urban planning, urban development, and smart city technology and innovation.

140pp	Apr 2024		
978-981-128-726-8	US\$78	£70	
978-981-128-727-5(ebook)	US\$125	£115	



K-POP INNOVATION

The Future of Korean Innovation that Took the World by Storm
by Jangwoo Lee (Kyungpook National University, South Korea) Translated by: Lynn Pyun (Ewha Womans University, South Korea)

“As a producer, I tried to create the best artists and content through a systematic system and established the concept of content creation technology, or Culture Technology (CT). This book explains well the process of innovation in how these visions and strategies have led to the industrial success of K-pop. In the future, I believe that K-pop and Hallyu will not only contribute to economic development by creating a cultural ecosystem that connects fandom, prosumer, and celebrity around the world, but also play a big role for the global.”

Soo-Man Lee

Super Producer, Founder of SM Entertainment

Readership: Scholars and students of East Asian studies, innovation and media specialists, government officials, and K-pop fans worldwide.

288pp	Mar 2024		
978-981-127-171-7	US\$58	£55	
978-981-127-172-4(ebook)	US\$98	£90	



CLOUD TO EDGEWARE

Wireless Grid Applications, Architecture and Security for the Internet of Things
by Tyson T Brooks (Syracuse University, USA)

This comprehensive book presents a new approach to dynamic distributed virtual systems. Wireless grids edgware promises new cloud to edge secure architectures with mobile security for the Internet of Things (IoT). The scope covers frameworks and models for wireless grids edgware, as well as open specifications and new applications called gridlets and wiglets.

Readership: Researchers, academics, professionals and graduate students in information science, digital security, parallel computing, networking and knowledge information management.

428pp	Apr 2024		
978-981-4630-80-1	US\$148	£135	
978-981-4630-81-8(ebook)	US\$237	£220	



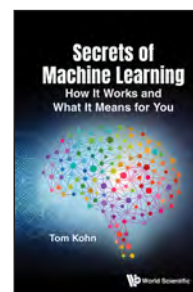
SECRETS OF MACHINE LEARNING

How It Works and What It Means for You
by Tom Kohn

Cutting through the mass of technical literature on machine learning and AI and the plethora of fear-mongering books on the rise of killer robots, *Secrets of Machine Learning* offers a clear-sighted explanation for the informed reader of what this new technology is, what it does, how it works, and why it's so important.

Readership: Professionals and undergraduates interested in machine learning.

240pp	Apr 2024		
978-1-80061-502-1 (pbk)	US\$28	£25	
978-1-80061-488-8	US\$68	£65	
978-1-80061-489-5(ebook)	US\$109	£100	



DIGITIZATION IN SUPPLY CHAIN MANAGEMENT

Trends, Challenges and Solutions
 edited by **Sengun Yenyurt** (*Rutgers Business School, USA*), **Steven Carnovale** (*Florida Atlantic University, USA*)

- The book includes insightful chapters authored by expert academics and practitioners. Hence, it brings a strong theoretical lens as well as a deep practical understanding to how digital transformation is impacting different aspects of the supply chain
- It also provides a detailed analysis of main trends, challenges as well as practical solutions regarding supply chain's digital transformation

Readership: Academics working in the fields of digital supply chain management, and the digitalization of supply chain management, supply chain scholars and those who are curious about digitization.

200pp	Jun 2024		
978-981-128-662-9	US\$98	£90	
978-981-128-663-6(ebook)	US\$157	£145	



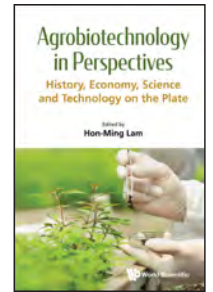
AGROBIOTECHNOLOGY IN PERSPECTIVES

History, Economy, Science and Technology on the Plate
 edited by **Hon-Ming Lam** (*The Chinese University of Hong Kong, Hong Kong*)

This book provides not only the latest knowledge and technology sharing in the field of agrobiotechnology, but also covers a wider perspective such as legal and industrial perspectives of how agrobiotechnology is/can be applied and the issues concerning agrobiotechnology applications.

Readership: Undergraduates, graduates, researchers in agrobiotechnology and agricultural sciences, and agricultural industry practitioners.

220pp	May 2024		
978-981-127-672-9	US\$98	£90	
978-981-127-673-6(ebook)	US\$157	£145	



STRATEGIC RISK, INTELLIGENCE AND DIGITAL TRANSFORMATION

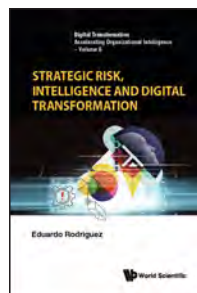
by **Eduardo Rodriguez** (*Wenzhou – Kean University, China & IQAnalytics Inc., Canada*)

"Understanding strategic risk control is essential for all managers, not just the tech specialists. Rodriguez' book, based on his extensive practical experience, explains clearly how the emergence of new technologies such as artificial intelligence and data analytics can both help mitigate existing strategic risks and introduce new risks. It should be a 'must read'."

John S Edwards
 Emeritus Professor, Aston University

Readership: Postgraduate students in Data Science, Risk Management, Finance.

496pp	May 2024		
978-981-127-859-4	US\$148	£135	
978-981-127-860-0(ebook)	US\$237	£220	



MANAGING EXTREME TECHNOLOGICAL RISK

edited by **Catherine Rhodes** (*Centre for the Study of Existential Risk (CSER), UK*)

This book reflects on work done through the Managing Extreme Technological Risk (METR) project, a pioneering research programme within the Centre for the Study of Existential Risk, University of Cambridge. METR has been both an exercise in 'academic engineering' to address major global challenges, and a research programme that extends beyond traditional academic outputs into methodological development and innovative forms of expert engagement and outreach.

Readership: Researchers, policy makers, technologists, and regulators interested in risk management/governance and management of specific areas of risk (e.g. artificial intelligence, biological risks, climate change).

260pp	Jun 2024		
978-1-80061-481-9	US\$98	£90	
978-1-80061-482-6(ebook)	US\$157	£145	



MANAGING PRODUCT INNOVATION IN THE PROCESS INDUSTRIES

From Customer Understanding to Product Launch – Uncover the Intrinsic Nature of Developing Non-assembled Products

by **Thomas Lager** (*B&L Innovation AB (blinab), Sweden & Mälardalen University, Sweden*)

This book puts management of product innovation in a corporate strategic perspective and argues that a company's competitive position is strongly related to an underlying unique and continually renewed product innovation work process, which drives innovation and delivery of new or improved products in the marketplace.

Readership: Scholars researching product- and process innovation and industry professionals in all sectors of the process industries.

416pp	May 2024		
978-1-80061-507-6	US\$148	£135	
978-1-80061-508-3(ebook)	US\$237	£220	



INNOVATE TO ELEVATE

A Journey through Mindset and Gen AI to Enhance Customer Experience
 by **Francis Goh** (*Hehsed Consulting Ltd, Singapore*)

"This book cleverly leverages techniques in innovation and new technology to explain how great Customer Experience (CX) can be delivered. It is a practical guide for CX practitioners and leaders with ambition to deliver best-in-class customer experience."

Frank Koo, Founder and Director, Nextplay

Readership: Business professionals, customer experience professionals, technology specialists, entrepreneurs, HR/Marketing professionals, academics, business students and government officials.

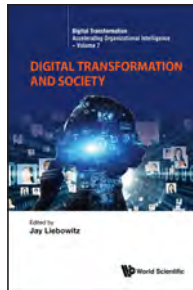
380pp	Sep 2024		
978-981-129-233-0(pbk)	US\$38	£35	
978-981-129-707-6	US\$68	£65	
978-981-129-708-3(ebook)	US\$109	£100	



DIGITAL TRANSFORMATION AND SOCIETY

edited by **Jay Liebowitz** (*Rollins College, USA*)

In order to survive in today's environment, organizations must embrace digital transformation. In fact, digital transformation transcends all elements of society, whether agriculture, home, business, transportation, and the like. This book focuses on digital transformation and its impact upon society.



Readership: Industry and Government Practitioners, Educators involved in Digital Transformation and Society, researchers, students of business management and information technology.

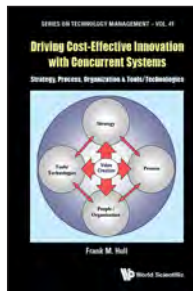
300pp	Sep 2024	
978-981-129-513-3	US\$108	£100
978-981-129-514-0(ebook)	US\$173	£160

DRIVING COST-EFFECTIVE INNOVATION WITH CONCURRENT SYSTEMS

Strategy, Process, Organization & Tools/Technologies

by **Frank M Hull** (*University of Mississippi, Oxford, USA & Strategy Research Institute, New York, USA*)

This book quantifies best practices for developing innovative products cost-effectively. Analyses of dozens of studies show how managing the work of people collaborating in parallel creates products faster, cheaper, and better in any organization. Concurrent systems deploy four kinds of practice simultaneously to synergistically achieve high performance: Strategy, Process, Organization, and Tools/Technologies (SPOT).



Readership: Professionals engaged with increasing innovation and reducing cost in the development of goods and services. Academicians teaching courses in strategic management of innovation and technology.

832pp	Oct 2024	
978-1-78634-389-5	US\$188	£175
978-1-78634-390-1(ebook)	US\$301	£275

DIGITAL INCLUSIVENESS

Bridging the Divide in the Digital Economy

edited by **Elena G Popkova** (*Institute of Scientific Communications, Russia*)

The chapters transcend knowledge about the essence of digital inclusiveness over to the human right facets of the online environment. The book also offers an understanding of digital literacy, technological barriers, cybersecurity and digital entrepreneurship.



Readership: Scholars interested in digital economy courses. Scholars in the fields or disciplines such as Finance, Education, Health Economics, Business and Management, Public Administration.

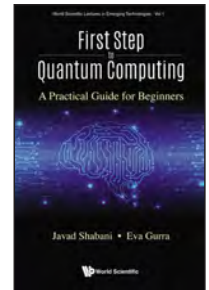
224pp	Oct 2024	
978-981-127-081-9	US\$88	£80
978-981-127-082-6(ebook)	US\$141	£130

FIRST STEP TO QUANTUM COMPUTING

A Practical Guide for Beginners

by **Javad Shabani** (*New York University, USA*),
Eva Gurra (*New York University, USA*)

The volume highlights intuition on counterintuitive topics such as quantum mechanics, basic mathematical tools and calculations involving linear algebra, and applies these concepts to quantum information with guided problems and coding exercises.



Readership: Researchers, professionals, academics, undergraduate and graduate students in supercomputing.

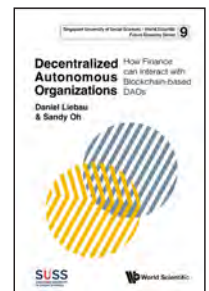
150pp	Nov 2024	
978-981-125-412-3(pbk)	US\$38	£35
978-981-125-319-5	US\$78	£70
978-981-125-320-1(ebook)	US\$125	£115

DECENTRALIZED AUTONOMOUS ORGANIZATIONS

How Finance can Interact with Blockchain-based DAOs

by **Daniel Liebau, Sandy Oh** (*Singapore Management University, Singapore*)

This book provides finance professionals with a comprehensive guide to navigating this new frontier. Through in-depth analysis, real-world case studies, and insights from industry experts, readers will gain a thorough understanding of the opportunities, challenges, and regulatory landscapes shaping the DAO ecosystem.



Readership: Corporate executives, fintech and crypto entrepreneurs, legal professionals, venture capitalists, investors, and regulators in the financial services and markets industry.

280pp	Nov 2024	
978-981-129-578-2	US\$58	£55
978-981-129-579-9(ebook)	US\$98	£90

ANTICIPATORY GOVERNANCE

Shaping a Responsible Future

edited by **Melodena Stephens, Raed Awamleh** (*Mohammed Bin Rashid School of Government, UAE*) & **Frederic Sicre** (*World Economic Forum, Switzerland*)

Anticipatory Governance is the systemic process of future shaping built on the understanding that the future is not a continuation of the past or present, thus making foresight a complex task requiring the engagement of the whole of government with its constituents in a constructive and iterative manner to achieve collective intelligence. This book dives into the theory and practice of anticipatory governance and sets the agenda for future research.



Readership: Policy advisors, researchers, practitioners, and graduate students interested in public administration, management, policy, change management, strategic transformation, and governance.

270pp	Nov 2024	
978-981-129-599-7	US\$108	£100
978-981-129-600-0(ebook)	US\$173	£160

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THE DIGITAL CHAMPION

Best Practices and Insights for the Successful Transformation of Enterprises and Companies

by **Marc Helmold** (*IU Internationale Hochschule Berlin, Germany*), **Ayse Kucuk Yilmaz** (*Eskişehir Teknik Üniversitesi, Turkey*) & **Tracy Dathe** (*Macomedai University, Germany*)



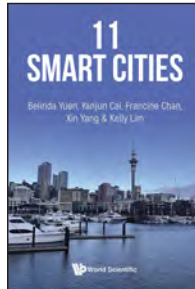
Digital transformation, AI and the use of human-like machines are among the most important social and economic developments of our time. In addition to applications and concepts of digitalization and artificial intelligence, this book describes how companies can implement strategies to successfully transform a company into a digital champion. In addition, numerous practical examples in the areas of supply chain management, production, sustainability and education are presented.

Readership: Undergraduates, graduates and MBA students in Data Science, AI, Operations, and Business, as well as managers and experts across the value chain.

350pp **Oct 2024**
978-981-129-305-4 **US\$138** **£125**
978-981-129-306-1(ebook) **US\$221** **£205**

11 SMART CITIES

by **Belinda Yuen, Yanjun Cai, Francine Chan, Xin Yang & Kelly Lim** (*Singapore University of Technology and Design (SUTD), Singapore*)



This book discusses smart city implementation in 11 smart cities — Auckland, Boston, Copenhagen, Gothenburg, Guangzhou, Hangzhou, Melbourne, Milan, Seoul, Tokyo, and Vancouver. The cities encompass a range of smart city development on selected critical issues in economic prosperity, social inclusion, and environmental sustainability.

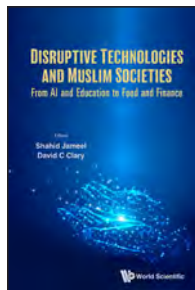
Readership: Researchers, academics, students, government officials, and policymakers interested in smart city planning and development.

250pp **Jan 2025**
978-981-129-573-7 **US\$98** **£90**
978-981-129-574-4(ebook) **US\$157** **£145**

DISRUPTIVE TECHNOLOGIES AND MUSLIM SOCIETIES

From AI and Education to Food and Finance

edited by **Shahid Jameel, David C Clary** (*Oxford Centre for Islamic Studies, UK*)



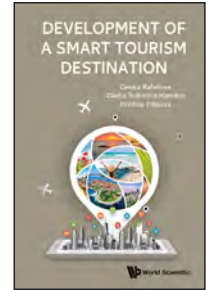
This edited volume brings together leading experts to explore the impact of disruptive technologies across a spectrum of Islamic countries and Muslim societies. Containing seventeen chapters covering artificial intelligence, science and technology, health and education, food systems, and finance, the collection offers a diverse array of perspectives.

Readership: Academics and business professionals interested in the modern Islamic world, as well as AI, energy, fintech, and food science.

300pp **Jan 2025**
978-1-80061-628-8 **US\$118** **£110**
978-1-80061-629-5(ebook) **US\$189** **£175**

DEVELOPMENT OF A SMART TOURISM DESTINATION

by **Genka Rafailova, Zlatka Todorova-Hamdan & Hristina Filipova** (*University of Economics – Varna, Bulgaria*)



- Presents a human-centric model for a smart and sustainable tourism destination
- Provides a methodology for evaluating and analyzing destinations as smart and sustainable
- Develops a framework for the development of a smart tourism destination that is easy to adapt for different destinations

Readership: Universities, colleges, local governments, city libraries, and organizations involved in tourism, urban planning, and development.

215pp **Jan 2025**
978-981-129-608-6 **US\$98** **£90**
978-981-129-609-3(ebook) **US\$157** **£145**

Digital Transformation: Accelerating Organizational Intelligence

ACHIEVING DIGITAL TRANSFORMATION THROUGH ANALYTICS AND AI

edited by **Jay Liebowitz** (*Rollins College, USA*)

Due to the rapid emergence of the development and use of Analytics and AI in organizations, this book focuses on these aspects related to digital transformation. It features contributions from global experts in AI, business management, and data gathering.

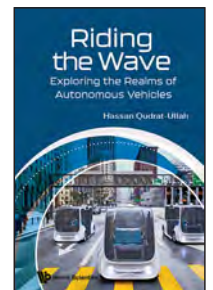
Readership: Industry and Government Practitioners, Educators involved in Digital Transformation and Society, Researchers, students of business management and information technology.

225pp **Jan 2025**
978-981-129-646-8 **US\$58** **£55**
978-981-129-647-5(ebook) **US\$98** **£90**

RIDING THE WAVE

Exploring the Realms of Autonomous Vehicles

by **Hassan Qudrat-Ullah** (*York University, Canada*)




This authoritative volume offers a thought-provoking and comprehensive examination of the present and future of autonomous vehicles (AVs), providing readers with a robust understanding of the transformative forces shaping the automotive landscape.

Readership: Industry professionals, researchers, policymakers, and enthusiasts seeking in-depth knowledge about autonomous vehicles and their future implications.

520pp **Mar 2025**
978-981-129-482-2 **US\$168** **£155**
978-981-129-483-9(ebook) **US\$269** **£250**

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DEVELOPING A CIRCULAR ECONOMY AND REVERSE LOGISTICS BODY OF KNOWLEDGE FOR THE CONSTRUCTION INDUSTRY

edited by **Nicholas Chileshe** (*University of South Australia, Australia*)

This book brings together, develops, and consolidates important core common knowledge components in construction management, with the aim of developing a knowledge domain specific to the concepts of circular economy (CE) and reverse logistics (RL). It places emphasis on the following knowledge domains: foundation knowledge domain; procedural knowledge domain; and theoretical knowledge domain. This book goes further than others in integrating the two themes of CE and RL in integrating the latest research and developments in both these 'Circular Economy' and 'Reverse Logistics' areas.

Readership: Policy-makers, students, and researchers and practitioners who are interested in construction management.

460pp	Jul 2025	
978-981-129-878-3	US\$158	£145
978-981-129-879-0(ebook)	US\$253	£230

GLOBAL WEB3 ECO INNOVATION

by **DeFiDAO, David Kuo Chuen Lee, Chong Guan & Ding Ding** (*Singapore University of Social Sciences, Singapore*)

This book introduces the origin of the Web3 concept, before looking into the infrastructure of Web3, namely the blockchain and its main applications – the development of which started from the genesis block of BTC to date. The book also covers the key developing tracks of the current Web3 world, including DeFi, NFT, GameFi, DAO and Metaverse. A review of the "twins" of Web3 – investors and regulators – in the regulation of this field wraps up the discussion.

Readership: Advanced undergraduate and graduate students, researchers and practitioners in the fields of finance, financial technology, business management and innovation.

216pp	Dec 2023	
978-981-128-452-6(pbk)	US\$48	£45
978-981-128-367-3	US\$88	£80
978-981-128-368-0(ebook)	US\$141	£130



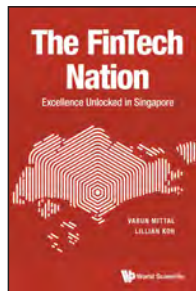
THE FINTECH NATION

Excellence Unlocked in Singapore by **Varun Mittal** (*Singlife, Singapore*), **Lillian Koh** (*Fintech Academy, Singapore*)

Singapore attracts people across the region to build their ventures in the domains of finance and technology. This book traces Singapore's journey from 2015 till today starting with establishment of regional hubs and globalisation of FinTech innovation.

Readership: Professionals and undergraduate students in the field of financial technology, data science, finance, financial innovation, statistics, and technology.

372pp	Oct 2023	
978-981-125-028-6(pbk)	US\$48	£45
978-981-124-915-0	US\$78	£70
978-981-124-916-7(ebook)	US\$125	£115



HEALTHCARE INNOVATION

Shaping Future Models of Delivery edited by **Mona Seyed Esfahani** (*Bournemouth University, UK*), **Matthew Halkes** (*Torbay and South Devon NHS Foundation Trust, UK*)

Healthcare Innovation will be of interest and value to academics, healthcare professionals, innovation practitioners, and businesses, as well as those involved in setting strategy and policy. It highlights the key factors at an individual, organisational, and system level that need to be in place to enable effective healthcare innovation, as well as the spread and adoption of new practices.

Readership: Researchers, practitioners, policy makers, and staff in Health Communication, Innovation, Technology, and Health innovation management.

312pp	Dec 2023	
978-1-80061-418-5	US\$98	£90
978-1-80061-419-2(ebook)	US\$157	£145



LEADING IN A DIGITALLY DISRUPTIVE WORLD

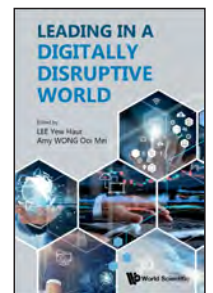
edited by **Yew Haur Lee, Amy Ooi Mei Wong** (*Singapore University of Social Sciences, Singapore*)

"The collection of writings provides fascinating and kaleidoscopic insights for businesses and working professionals on how to embrace and thrive in the digital economy, and to face the challenges of the Fourth Industrial Revolution."

Cham Tao Soon, President (Emeritus), Nanyang Technological University

Readership: Graduate students in management and professionals holding leadership roles.

320pp	Dec 2023	
978-981-127-856-3	US\$98	£90
978-981-127-857-0(ebook)	US\$157	£145



ARE THERE LAWS OF INNOVATION?

by **Lawrence J Lau** (*The Chinese University of Hong Kong, Hong Kong*), **Yanyan Xiong** (*Zhejiang University, China*)

"Patent applications and grants are useful measures of innovation. The quantity of real R&D capital stock is a useful measure of innovation input. This book provides highly persuasive evidence of the importance of the relationship between these two empirical measures for different economies and different patent-granting agencies."



Dale W Jorgenson Harvard University

244pp	Sep 2022	
978-981-12-5117-7	US\$58	£55
978-981-12-5118-4(ebook)	US\$98	£90

BESTSELLING & NOTABLE TITLES
Design-Inspired Innovation , James Utterback et al.
Design Thinking , Falk Uebernickel et al.
Innovation Heroes , Fiona Schweitzer, Joe Tidd
Inside Real Innovation , Eugene Fitzgerald et al.
Patterns of the Future , Markku Wilenius et al.
Smart City 2.0 , Deog-Seong Oh et al
Toward Responsible Innovation , Xavier Pavié
Making Wise Decisions in a Smart World (Student Edition), Peter Verhezen

INCLUSIVE DISRUPTION

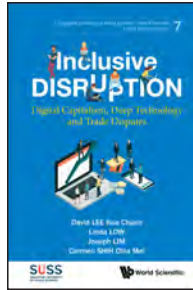
Digital Capitalism, Deep Technology and Trade Disputes

by **David Kuo Chuen Lee, Linda Low, Joseph Lim & Carmen Chia Mei Shih** (Singapore University of Social Sciences, Singapore)

Inclusive Disruption serves as a primary guide to help readers understand what financial technology is and how it has evolved to change the future financial landscape. The central ideas of fintech are explained in details, with topics ranging from distributed innovation, inclusive blockchain to decentralised inclusive technologies.

Readership: Upper-division undergraduates, graduate students, and professionals working in financial institutions and on financial technology worldwide.

524pp	Nov 2023		
978-981-126-557-0(pbk)	US\$78	£70	
978-981-126-483-2	US\$158	£145	
978-981-123-046-2(ebook)	US\$253	£235	



THE IDEA CHASE

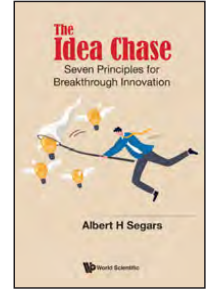
Seven Principles for Breakthrough Innovation

by **Albert H Segars** (University of North Carolina at Chapel Hill, USA)

- Innovation is often captured as an elusive and inspirational concept. This book defines the journey of Idea Chase as both inspiration and disciplined methods of working together
- Useful tools and techniques are described in the book. The reader comes away with the “how” of innovation as well as the “what”

Readership: Executives, professionals, scholars, and graduate students in business, healthcare, and other fields seeking innovation ideas.

284pp	Sep 2023		
978-981-126-828-1 (pbk)	US\$38	£35	
978-981-126-778-9	US\$88	£80	
978-981-126-779-6(ebook)	US\$141	£130	



EXTREMES OF MOBILITY

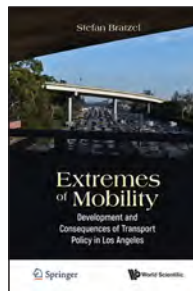
Development and Consequences of Transport Policy in Los Angeles

by **Stefan Bratzel** (University of Applied Sciences in Bergisch Gladbach, Germany)

- Derives lessons and best practices on transport policy and regional planning/development from the Los Angeles case that can be adopted for other cities
- Offers fresh perspectives on transport policy, urban planning, the politics of mobility, and the development conditions of traffic with economic, ecological, and socio-cultural implications

Readership: Advanced undergraduate and graduate students, researchers and practitioners in the fields of mobility, transport policy, city planning, and urban mobility.

204pp	Oct 2023		
978-981-127-843-3	US\$88	£80	
978-981-127-844-0(ebook)	US\$141	£130	



World Scientific Studies in International Economics - Vol 82

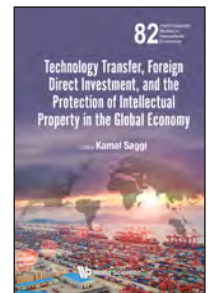
TECHNOLOGY TRANSFER, FOREIGN DIRECT INVESTMENT, AND THE PROTECTION OF INTELLECTUAL PROPERTY IN THE GLOBAL ECONOMY

edited by **Kamal Saggi** (Vanderbilt University, USA)

This volume collects 30 papers covering channels of international technology transfer; multinational firms, market structure, and welfare; intellectual property rights, foreign direct investment, and innovation; flexibilities contained in the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS); exhaustion of intellectual property rights and compulsory licensing of patents; trade, foreign direct investment, and industrial policy; and oligopolistic competition, research and development, and vertical contracts.

Readership: Advanced undergraduate and postgraduates taking advance classes in international trade and economic development.

688pp	Sep 2023		
978-981-3233-01-0	US\$188	£175	
978-981-3233-02-7(ebook)	US\$301	£275	



DESIGNING ONLINE TEACHING & LEARNING ENVIRONMENT

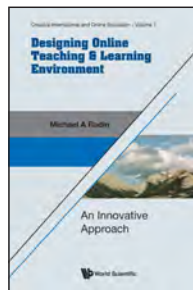
An Innovative Approach

by **Michael A Radin** (Rochester Institute of Technology, USA)

This book first presents the evolution of education, from traditional face-to-face to the current remote and online education and its various iterations. The author shares experiences and insights on the most effective teaching techniques in both environments, some recent approaches, and highlights where there is need for continued improvement.

Readership: Undergraduate and graduate students in education, young faculty members in universities, university courses in pedagogy or business programs, students taking online courses.

248pp	Oct 2023		
978-981-127-530-2(pbk)	US\$48	£45	
978-981-127-423-7	US\$88	£80	
978-981-127-424-4(ebook)	US\$141	£130	



Digital Transformation: Accelerating Organizational Intelligence - Vol 4

DIGITAL STRATEGIES AND ORGANIZATIONAL TRANSFORMATION

edited by **G Reza Djavanshir** (Johns Hopkins University, USA)

This book discusses the integration and implementation of digital technology and the required organizational changes to take advantage of the phenomenon of digitization. In order to create competitive advantage, leadership organizations must address the challenges of formulating and implementing robust digital strategies and simultaneously, start making the required organizational changes, as this book concludes.

Readership: Academics, Technology and Industry leaders. Managers and Professionals in Technology and Management fields, Technology, Engineering, and Management Conferences such as INFORMS, IEEE, Graduate Students, Corporate Managers, Engineering and Business Schools, All Libraries.

340pp	Aug 2023		
978-981-127-197-7	US\$108	£100	
978-981-127-198-4(ebook)	US\$173	£160	



TRENDS IN INNOVATION AND ENTREPRENEURSHIP RESEARCH

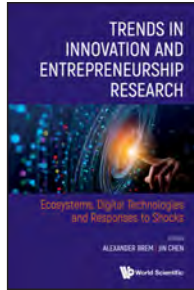
Ecosystems, Digital Technologies and Responses to Shocks

edited by **Alexander Brem** (*University of Stuttgart, Germany*), **Jin Chen** (*Tsinghua University, China*)

The chapters in the book focus on recent developments in the field of technological innovation and entrepreneurship. It is structured in three parts. The focus is on innovation and entrepreneurial ecosystems, digital technologies and innovation, as well as responses to pandemics resulting from external shocks.

Readership: Academics, practitioners and general public interested in knowing about emerging trends in technological innovation and entrepreneurship.

488pp	Jul 2023	
978-981-127-328-5	US\$158	£145
978-981-127-329-2(ebook)	US\$253	£235



THE CREATIVE CLASS REVISITED

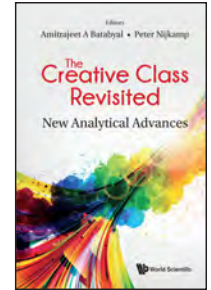
New Analytical Advances

edited by **Amitrajeet A Batabyal** (*Rochester Institute of Technology, USA*), **Peter Nijkamp** (*Alexandru Ioan Cuza University, Romania & The Open University, The Netherlands*)

- Discusses how recent theoretical and empirical advances help us better understand the working of Richard Florida's creative class
- First book to provide analyses of the functioning of the creative class in multiple nations using modern quantitative methods

Readership: Graduate students and researchers in urban planning, urban economics, geography, regional science, city and regional planning, entrepreneurship, innovation, technology and knowledge.

392pp	Jun 2023	
978-981-126-764-2	US\$138	£125
978-981-126-765-9(ebook)	US\$221	£205



THE NEXT INDUSTRIAL REVOLUTION

A New Age for Innovation in Industry by **Vincent Petit** (*Schneider Electric, Hong Kong*)

In *The Next Industrial Revolution*, Vincent Petit builds on his earlier work, *The Age of Fire Is Over* (2021), where he explored how key transformations in consumption patterns impact our energy system in ways that have been seldom envisioned. He further develops this work here, and traces how these transformations apply to our modern industrial system, the bedrock of our global economic development and wealth creation.

Readership: Academia: professors and graduate students in Environmental Science, Public Policy, Industrial Ecology, Engineering. Business: CXOs, Strategy leaders.

388pp	Jul 2023	
978-1-80061-365-2	US\$128	£120
978-1-80061-366-9(ebook)	US\$205	£190



Series on Technology Management - Vol 42

RADICAL INNOVATION CHALLENGES

Corporate to Climate

edited by **Joe Tidd** (*University of Sussex, UK*)

This book focusses on radical and breakthrough innovation, and identifies its distinct sources, organization, processes, and outcomes. It illustrates conceptual models and practical methods to better understand and manage radical innovation, and provides an argument for an iterative coupling process, between knowledge-push and demand-pull challenges and opportunities.

Readership: Academics, post-graduates and professionals interested in innovation, technology and information management.

488pp	Apr 2023	
978-1-80061-409-3	US\$158	£145
978-1-80061-410-9(ebook)	US\$253	£235



INDIA'S TECHNOLOGY-LED DEVELOPMENT

Managing Transitions to a Digital Future edited by **Vipin Gupta** (*California State University San Bernardino, USA*), **Samir Ranjan Chatterjee** (*Curtin University, Australia*) & **Alka Maurya** (*Amity University, India*)

This book investigates four approaches in understanding the perspectives for integrating technology with holistic development: a Civilizational Approach; a Stakeholder Approach; a Knowledge Partnership Approach; and a Strategic Development Approach.

Readership: Managers, scholars, and students of college, graduate and doctoral programs interested in learning more about Indian management.

328pp	Jun 2023	
978-981-127-177-9	US\$128	£120
978-981-127-178-6(ebook)	US\$205	£190



MAKING WISE DECISIONS IN A SMART WORLD

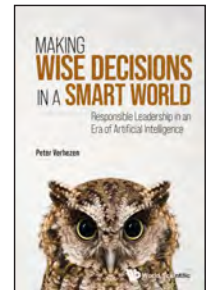
Responsible Leadership in an Era of Artificial Intelligence

by **Peter Verhezen** (*University of Antwerp, Belgium*)

This book presents an integrated view on benefits and limitations of artificial intelligence (AI) in a corporate world, and how it relates to the distinction of objective descriptive phenomena versus subjective experiences and prescriptive/normative thinking where AI may help us humans to become smarter but not wiser.

Readership: Corporate leaders, academics, students, and anyone interested in topics related to artificial intelligence and a smarter world.

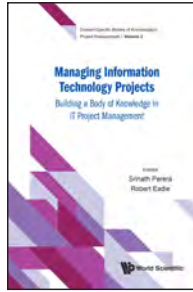
480pp	May 2023	
978-981-126-805-2	US\$68	£65
978-981-126-806-9(ebook)	US\$109	£100



MANAGING INFORMATION TECHNOLOGY PROJECTS

Building a Body of Knowledge in IT Project Management
 edited by **Srinath Perera** (Western Sydney University, Australia), **Robert Eadie** (Ulster University, UK)

"The case for the updated review of project management body of knowledge is well made. Such an update is particularly timely with the emergence of new technologies (like blockchain) and the new skills required to successfully deliver projects with distributed organisations and teams."



Laszlo Peter

**Partner, Head of Blockchain Services Asia Pacific
 CEO KPMG Origins**

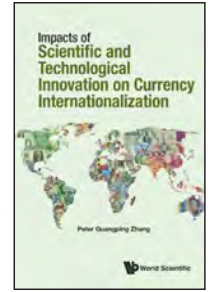
Readership: Undergraduates, research institutes, IT project management practitioners and professional bodies in project management.

548pp	Apr 2023	
978-981-12-4057-7	US\$158	£145
978-981-124-058-4(ebook)	US\$253	£235

IMPACTS OF SCIENCE AND TECHNOLOGY ON CURRENCY INTERNATIONALIZATION

by **Peter Guangping Zhang** (Shanghai Bureau of China Banking and Insurance Regulatory Commission, China)

"This book is a valuable and rare work that imparts a wealth of information and knowledge concerning the international development of science and technology and its relationship to currency internationalization. It is a must-read... This book is one that I recommend all to read attentively."



Yosuke Tsuyuguchi
Teikyo University, Japan

Readership: Academics, graduate students, professionals, and policymakers interested in currency internationalization and the impact of science and technology innovation on currency internationalization.

716pp	Mar 2023	
978-981-125-408-6	US\$98	£90
978-981-125-409-3(ebook)	US\$157	£145

TOTAL INNOVATION MANAGEMENT

Theory and Practice
 by **Qingrui Xu** (Zhejiang University, China)

This book is the research report of the "Construction of Theory and Formation Mechanism of Total Innovation Management (TIM)" by the National Natural Science Foundation of China. This program aims to discuss and analyze, under the general trend of indigenous innovation, how enterprises construct indigenous innovation capability through total innovation management and to offer enterprises theoretical foundations and practical guidance to develop themselves towards indigenous innovation.



Readership: Advanced undergraduate and graduate students, researchers and practitioners in the fields of innovation management.

528pp	Jul 2023	
978-981-123-098-1	US\$148	£135
978-981-123-321-0(ebook)	US\$237	£220

ACCELERATING DIGITAL TRANSFORMATION OF SMEs

by **Clarence Goh**, **Yuanto Kusnadi**, **Benjamin Lee**, **Gary Pan** & **Sun Seow Poh** (Singapore Management University, Singapore)

"Excellent! A timely and well written handbook for SMEs to navigate the complex digital era to remain relevant and competitive. As an SME, the case studies were very useful to put into context the solutions to address the challenges."



Mr Damien Lam
Co-founder of Nutrious Farms Pte Ltd

Readership: Owners and managers of SMEs, accounting firms, and university students interested in digital transformations.

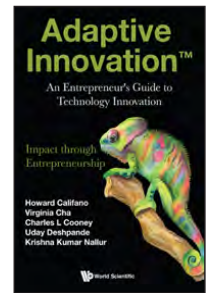
156pp	Mar 2023	
978-981-127-271-4	US\$48	£45
978-981-127-272-1(ebook)	US\$98	£90

Textbook

ADAPTIVE INNOVATION™

An Entrepreneur's Guide to Technology Innovation

by **Howard Califano** (Singapore-MIT Alliance for Research and Technology), **Virginia Cha** (National University of Singapore), **Charles L Cooney** (Massachusetts Institute of Technology, USA), **Uday Deshpande** (Singapore-MIT Alliance for Research and Technology) & **Krishna Kumar Nallur** (Speedcargo Technologies Pte Ltd, Singapore)



Through authors' real-time experience in working with academic researchers, supplemented with their personal experience in technology start-ups, they developed the Adaptive Innovation™ Framework. It is a must-read for any researcher, scientist, or engineer in the deep-tech area who wants to drive their discovery to commercial success and achieve societal impact.

312pp	Dec 2022	
978-981-126-465-8(pbk)	US\$48	£45
978-981-126-392-7	US\$88	£80
978-981-126-393-4(ebook)	US\$141	£130

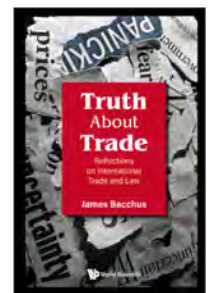
International Trade / Business

TRUTH ABOUT TRADE

Reflections on International Trade and Law

by **James Bacchus** (University of Central Florida, USA)

- Offers visionary recommendations for improving international trade law and the international trading system from one of the jurists who has contributed the most in recent decades to international law by upholding the international rule of law in world trade



Readership: Academic and other specialists in international trade and international law.

496pp	Jan 2024	
978-981-128-210-2	US\$168	£155
978-981-128-211-9(ebook)	US\$269	£245

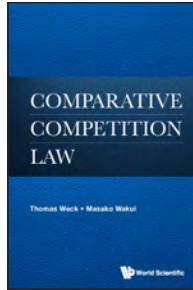
COMPARATIVE COMPETITION LAW

by **Thomas Weck** (*Monopolies Commission, Germany & University of Bonn, Germany*), **Masako Wakui** (*Kyoto University, Japan*)

This book provides a comparative overview of the rules of EU, US, and Japanese law on competition. After an overview of their history and the underlying economic issues, it compares perspectives on cartels and other agreements restraining competition (ancillary agreements, R&D/specialization agreements, distribution agreements); single-firm conduct (abuse of dominant market power/monopolization); general procedural law and merger control, and state measures such as regulation and subsidies.

Readership: Students, researchers, legal practitioners, policy makers, and industry economists interested in EU, US, and Japanese competition law.

312pp	Jan 2024		
978-981-127-925-6	US\$98	£90	
978-981-127-926-3(ebook)	US\$157	£145	



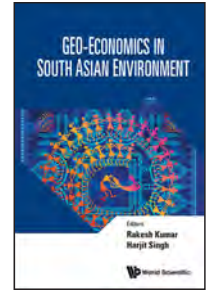
GEO-ECONOMICS IN SOUTH ASIAN ENVIRONMENT

edited by **Rakesh Kumar** (*University of Delhi, India*), **Harjit Singh** (*Symbiosis International (Deemed University), India*)

- Fills the gaps in our understanding of the reasons behind the low level of regional trade and economic cooperation in South Asia and offers possible solutions to overcome these issues
- Highlights the evolving geopolitics in South Asia

Readership: Researchers and students of International Trade, Public and Foreign Policy, Finance, International Relations, South Asian Studies. Policymakers from South Asia and beyond.

372pp	Oct 2024		
978-981-129-838-7	US\$138	£125	
978-981-129-839-4(ebook)	US\$221	£205	



PERSPECTIVES OF TWO ISLAND NATIONS

Singapore – New Zealand
edited by **Anne-Marie Schleich** (*S. Rajaratnam School of International Studies, NTU, Singapore*)

"This book provides an important understanding of how 2 culturally diverse nations have successfully developed and interact on the global stage."

Bernhard Baker, Former Singapore High Commissioner to New Zealand

Readership: Students, researchers, policy makers, civil servants, and readers interested in political science, economics, and environmental studies in Singapore and New Zealand.

388pp	Jul 2024		
978-981-128-753-4	US\$45	£40	
978-981-128-754-1(ebook)	US\$98	£90	



BUSINESS AND POLICY CHALLENGES OF GLOBAL UNCERTAINTY

European Perspectives
edited by **Torben J Andersen, Edward Ashbee & Bent Petersen** (*Copenhagen Business School, Denmark*)

- Executive decision-makers in international companies – and business students that prepare for these positions – must be knowledgeable about the global economic conditions and geopolitical developments that affect international business conditions
- The current volume of articles provides useful insights to this effect and attempts to create a better understanding of a highly complex evolving world

Readership: Decision-makers in multinational organizations, researchers and students in international business and politics, policymakers, and regulators.

350pp	Nov 2024		
978-1-80061-621-9	US\$128	£120	
978-1-80061-622-6(ebook)	US\$205	£190	



SECOND TAKEOFF

Strategies for Malaysia's Economic Resurgence

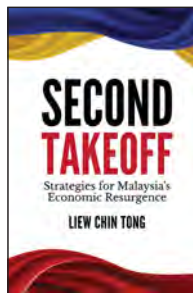
by **Chin Tong Liew** (*Ministry of Investment, Trade and Industry, Malaysia*)

"Chin Tong's commentaries on Malaysia's future show a remarkable ability to weave together politics, economics, and other trends to give a perceptive assessment. As a political leader, he has a read on developments, which few others have. The reader will be well rewarded with rich insights."

Manu Bhaskaran
Regional economist and long-time commentator on Asia

Readership: General readers, researchers, and professionals interested in Malaysia's economy.

388pp	Sep 2024		
978-981-129-160-9(pbk)	US\$28	£25	
978-981-129-055-8	US\$58	£55	
978-981-129-056-5(ebook)	US\$98	£90	



Textbook

GLOBAL CORPORATE FINANCE

A Focused Approach (4th Edition)

by **Suk H Kim** (*University of Detroit Mercy, USA*)

"... offers a comprehensive overview of the principles, practices, and challenges in international finance... provides a solid foundation for both undergraduate and graduate students in the field. The book includes an opening and closing case in each chapter, which masterfully ties theory to practice."



Hong Qian
Oakland University

Readership: For undergraduate and graduate students in business schools, as well as managers and practitioners interested in global finance.

448pp	Dec 2023		
978-981-128-195-2	US\$108	£100	
978-981-128-196-9(ebook)	US\$173	£160	

TOWARDS A SUSTAINABLE ARCTIC

International Security, Climate Change and Green Shipping
 edited by **Michael Goodsite** (*University of Adelaide, Australia*), **Niklas Swanström** (*Institute for Security and Development Policy, Sweden*)



The Arctic's environment, economics and politics are changing rapidly, and the conflicting interests among stakeholders mean that it lacks sustainable political and military cooperation. This book provides a snapshot of the subject areas connecting transport, environmental security, resource development, and military security, featuring new material written after Russia's second invasion of Ukraine.

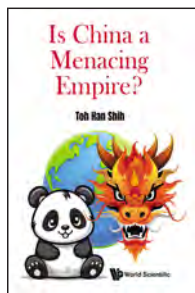
Readership: Arctic scholars and scholars of regional security and climate change global policy. Also useful for Asian scholars interested in the Arctic.

280pp	May 2023		
978-1-80061-321-8	US\$98	£90	
978-1-80061-322-5(ebook)	US\$157	£145	

IS CHINA A MENACING EMPIRE?

by **Han Shih Toh**

China's economic impact on the world, through trade, investment and infrastructure projects, is huge and growing rapidly. This has received criticism from officials and politicians in various countries including the US, who accused China of neo-colonialism, setting debt traps in other countries and corruption in overseas Chinese deals. This book examines how justified such accusations are and seeks to comment on them in an objective manner. This book also explores the tensions between China and the US.



Readership: General public, university students, academics, financial analysts and geopolitical analysts who are interested in China and Sino-US Relations.

330pp	Nov 2024		
978-981-129-439-6(pbk)	US\$38	£35	
978-981-129-362-7	US\$88	£80	
978-981-129-363-4(ebook)	US\$141	£130	

THE FRIDAY EMAIL

88 Tips for Aspiring Leaders
 by **Renée McGowan** (*Marsh McLennan, India, Middle East & Africa*)



Leveraging Renée McGowan's weekly emails to colleagues in Asia and the Middle East over three years that included the global pandemic, this playbook showcases insights on how to stay at the top of your game. With a nod to the Asian lucky number, 88 tips provide bite-sized advice about purpose, people, path and progress. Each section is packed with useful examples and relatable how-tos and demonstrates that you can be a successful business leader with empathy, humanity and some fun.

Readership: Emerging leaders, young professionals, managers, and female leaders seeking guidance on effective leadership and inclusivity.

240pp	Nov 2023		
978-981-128-497-7(pbk)	US\$22	£20	
978-981-128-466-3	US\$44	£40	

DOING WELL AND DOING GOOD

Human-Centered Digital Transformation Leadership
 by **Cheryl Flink** (*Humansitas, USA*), **Liora Gross** (*Center for Creative Leadership, USA*) & **William Pasmore** (*Columbia University, USA*)



"A must-read for those wanting comprehensive perspectives on the human impact of technological change. The value lies in the practical takeaways derived from real-world cases, interviews and research — guiding what leaders can do at every point of their journey to create a better, more equitable future."

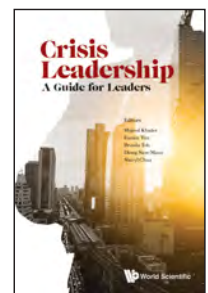
Chris Ernst
 Chief Learning Officer, Workday

Readership: Executives and C-Suite leaders, especially Chief Information Officer, Chief Technology Officer, and Chief Strategy Officer, seeking best practices for digital transformation.

216pp	Aug 2023		
978-981-126-841-0	US\$39.95	£35	
978-981-126-842-7(ebook)	US\$98	£90	

CRISIS LEADERSHIP

A Guide for Leaders
 edited by **Majeed Khader** (*Home Team Behavioural Sciences Centre, Singapore & Nanyang Technological University, Singapore*), **Eunice Tan**, **Brenda Toh**, **Siew-Maan Diong** (*Home Team Behavioural Sciences Centre, Singapore*) & **Sheryl Chua** (*Singapore University of Social Sciences, Singapore*)



The book presents several key competencies that crisis leaders and managers should possess and develop for effective crisis management. It offers practitioners a better understanding of essential crisis leadership qualities and practical recommendations for action and development.

Readership: Undergraduate and postgraduate students interested in leadership and crisis studies; crisis leaders and managers in both the public and private sectors.

244pp	May 2023		
978-981-126-244-9	US\$88	£80	
978-981-126-245-6(ebook)	US\$141	£130	

Leadership

REINVENT AND OUTPERFORM

Becoming a Better Leader
 by **Eugene S Acevedo** (*Rizal Commercial Banking Corporation, Philippines*)



"If you want to know how to lead with charm, this book is for you. Acevedo shares his mindset as a CEO and how you can have fun at work while taking on big job responsibilities."

Eric Sim
 Author of *Small Actions*

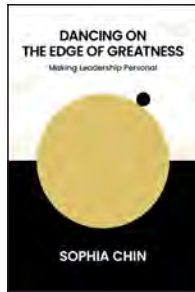
Readership: Aspiring and current leaders, managers, entrepreneurs, and professionals seeking to enhance leadership skills and personal development.

250pp	Sep 2024		
978-981-9800-20-9(pbk)	US\$32	£30	
978-981-129-892-9	US\$64	£60	
978-981-129-893-6(ebook)	US\$102	£95	

DANCING ON THE EDGE OF GREATNESS

Making Leadership Personal
by **Sophia Chin** (PERSONNA, Singapore)

"Provocative, yet authentic, Dancing on the Edge of Greatness reaches inside leaders' heads to reveal what drives them to peak performance. An energizing and motivating read for anyone in search of the thrill of finding their personal edge."



Aman Narain, #BoomerangBanker, ex-Googler, Global Head of Platforms, HSBC

Readership: For anyone who dreams of becoming a CEO regardless of age, job function, seniority or industry.

436pp	Mar 2023	
978-981-125-193-1 (pbk)	US\$48	£45
978-981-125-120-7	US\$78	£70
978-981-125-121-4 (ebook)	US\$125	£115

POSITIVE INFLUENCE

The First and Last Mile of Leadership
by **Tsun-yan Hsieh, Huijin Kong** (LinHart Group, Singapore)

"Positive Influence recognizes human connection as a universal and enduring need. In an evolving world facing crises of disconnection where loneliness, division, and polarization have become commonplace, Tsun-yan Hsieh and Huijin Kong offer a substantive, go-to guide to build a personal craft for nurturing human connection."



Laxman Narasimhan, CEO, Starbucks

Readership: This is a book for both senior leaders and upwardly mobile professionals of all ages, including students at the undergrad and MBA level (re-)entering the workplace.

360pp	Aug 2023	
978-1-944660-56-7	US\$29.95	£25
978-1-944660-57-4 (ebook)	US\$98	£90

BESTSELLING & NOTABLE TITLES

Leadership (2nd Edition), Laura Gail Lunsford, Art Padilla

Leadership with Soul, AndréLacroix

Marketing

Textbook

MARKETING RESEARCH WITH R AND PYTHON

by **Howard Pong Yuen Lam** (The Chinese University of Hong Kong, Hong Kong)

This book is meant for readers with little or no experience in programming in R and Python, who wish to quickly learn what is necessary, and be able to conduct marketing research by running tests easily in R or Python.

Readership: Primary: Marketing Research course for undergraduate and postgraduate students. Secondary: Computer programming introductory course for undergraduate and postgraduate students.



296pp	Oct 2023	
978-981-127-869-3 (pbk)	US\$48	£45
978-981-127-754-2	US\$88	£80
978-981-127-755-9 (ebook)	US\$141	£130

World Scientific Lecture Notes in Marketing - Vol 1

CUSTOMER XPERIENCE LEADERSHIP

A Blueprint to Maximize Performance
by **Nadav Goldschmidt** (The Center of Xperience Leadership, Israel)

This interdisciplinary book offers a holistic, step-by-step blueprint for students, practitioners, and managers interested in understanding how to create exceptional customer experiences and learning how to effectively manage them. A unique model is presented.

Readership: Practitioners in areas such as: Marketing, Service, Management, Operations Managers at all levels, and Consultants.

284pp	Jan 2024	
978-981-127-949-2 (pbk)	US\$45	£40
978-981-126-408-5	US\$98	£90
978-981-126-409-2 (ebook)	US\$157	£145



World Scientific Book Series in Marketing - Vol 2

NEW DIRECTIONS IN BEHAVIORAL PRICING

edited by **Chezy Ofir** (The Hebrew University of Jerusalem, Israel)

The objective of this book is to introduce new research directions in Behavioral Pricing. It investigates how consumers perceive, evaluate, and integrate prices with other factors to make value, fairness judgments and product and brand choices. Encompassing customer price-related attitudes, knowledge, cognitive processes, and behaviors, the book seeks to predict and explain customers' reactions to price strategies and associated psychological, physiological, and emotional processes.

Readership: Academics, researchers, students of advanced graduate studies and doctoral students in Marketing, Consumer Behavior, and Pricing.

208pp	Jun 2024	
978-981-129-222-4	US\$88	£80
978-981-129-223-1 (ebook)	US\$141	£130



Textbook

MARKETING DRIVEN REVENUE GROWTH

A Guide to Organic Growth
by **Donald R Lehmann** (Columbia University, USA), **Scott Sanderude**

"Don was preaching the gospel of organic growth long before it became fashionable. If you want to learn about growth, this is your book... Don brings his wide-angle lens on the customer, competition, company, market, and brand to show how you should think about growth and how you can manage it to greater success."

Christine Moorman, Duke University

Readership: Academics, researchers, executives, marketing managers, CMOs, and professionals in marketing, entrepreneurship, and new businesses.

250pp	Sep 2024	
978-981-129-649-9	US\$98	£90
978-981-129-650-5 (ebook)	US\$157	£145



World Scientific-Now Publishers Series in Business - Vol 18

THE HISTORY OF MARKETING SCIENCE (2ND EDITION)

edited by **Russell S Winer** (New York University, USA), **Scott A Neslin** (Dartmouth College, USA)

This second edition offers updates of the former chapters and six new chapters on emerging areas of marketing science including machine learning, field experimentation methods, and internet marketing. Combined with older areas of research like endogeneity, services, and market segmentation, this book provides a road map for the development of 22 areas of marketing science.

Readership: Marketing academics, professionals and doctoral students in marketing;

848pp	Jul 2023		
978-981-128-767-1 (pbk)	US\$88	£80	
978-981-127-222-6	US\$188	£175	
978-981-127-223-3 (ebook)	US\$301	£275	



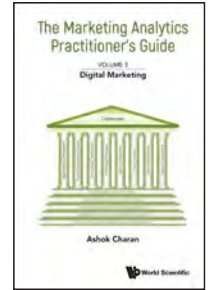
Textbook

THE MARKETING ANALYTICS PRACTITIONER'S GUIDE

Volume 3: Digital Marketing
by **Ashok Charan**

Volume III is entirely dedicated to digital marketing, covering new media impacts, social media best practices, Search Engine Optimization (SEO), web analytics, search advertising, and Digital Execution. It offers insights into adapting and succeeding in the digital age.

356pp	Oct 2023		
978-981-127-450-3 (pbk)	US\$58	£55	



Textbook

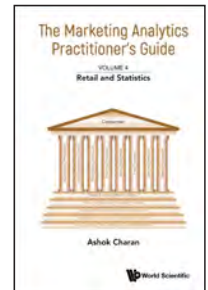
THE MARKETING ANALYTICS PRACTITIONER'S GUIDE

Volume 4: Retail and Statistics
by **Ashok Charan**

Volume IV is divided into two parts — *Retail and Statistics for Marketing Analytics*. Retail delves into the various aspects of retail tracking, sales and distribution, retail analytics, and category management. Statistics for Marketing Analytics covers basic statistics, sampling, and marketing mix modelling. It aims to equip readers with the statistical knowledge and tools necessary to analyse and interpret marketing data.

Readership: Undergraduate and graduate students, researchers and practitioners specialising in the fields of marketing and marketing analytics.

300pp	Oct 2023		
978-981-127-452-7 (pbk)	US\$58	£55	



Textbook

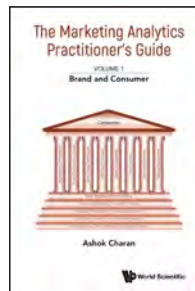
THE MARKETING ANALYTICS PRACTITIONER'S GUIDE

Volume 1: Brand and Consumer
by **Ashok Charan**

The Marketing Analytics Practitioner's Guide (MAPG) provides a thorough understanding of marketing management concepts and their practical applications, making it a valuable resource for professionals and students alike.

Volume I is focused on *Brand and Consumer*. Part I is dedicated to understanding the concepts and methods of brand sensing and brand equity. Part II focuses on understanding consumers through qualitative and quantitative research methods, segmentation, customer satisfaction, customer value management, consumer panels, consumer analytics and big data.

340pp	Oct 2023		
978-981-127-446-6 (pbk)	US\$58	£55	



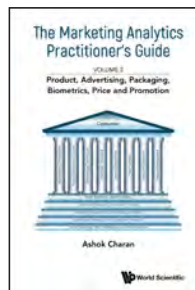
Textbook

THE MARKETING ANALYTICS PRACTITIONER'S GUIDE

Volume 2: Product, Advertising, Packaging, Biometrics, Price and Promotion
by **Ashok Charan**

Volume II, Parts III to V, is dedicated to *Product, Advertising, Packaging, Biometrics, Price and Promotion*. Part III focuses on the product development process. Part IV delves into advertising, packaging, and biometrics, and Part V deals with price and promotion.

356pp	Oct 2023		
978-981-127-448-0 (pbk)	US\$58	£55	



THE MARKETING ANALYTICS PRACTITIONER'S GUIDE (IN 4 VOLUMES)

Volume 1: Brand and Consumer
Volume 2: Product, Advertising, Packaging, Biometrics, Price and Promotion
Volume 3: Digital Marketing
Volume 4: Retail and Statistics
by **Ashok Charan**

As the use of analytics becomes increasingly important in today's business landscape, *The Marketing Analytics Practitioner's Guide* (MAPG) provides a thorough understanding of marketing management concepts and their practical applications, making it a valuable resource for professionals and students alike.

Readership: Undergraduate and graduate students, researchers and practitioners specialising in the fields of marketing and marketing analytics.

1352pp	Jan 2024		
978-981-127-987-4 (Set)	US\$498	£460	
978-981-127-988-1 (Set) (ebook)	US\$797	£735	



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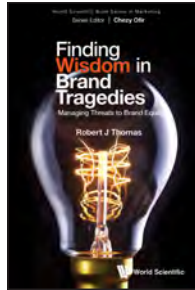


Textbook

World Scientific Book Series in Marketing - Vol 1

FINDING WISDOM IN BRAND TRAGEDIES

Managing Threats to Brand Equity by **Robert J Thomas** (Georgetown University, USA)



The purpose of the book is to examine the backstories of a selection of relatively well-known brands that have experienced a tragedy. It is a book for those who need to improve their understanding of the vital importance of a brand for organizational success and who want to build and manage their brands to continuously improve value for customers, employees, shareholders, and the well-being of society.

Readership: Academics, students, CEOs, CMOs (Chief Marketing Officers), marketing, brand, product, and Marketing Communication Managers and advertising agency personnel.

188pp	Jun 2023	
978-981-129-356-6(pbk)	US\$35	£30
978-981-126-817-5	US\$58	£55
978-981-126-818-2(ebook)	US\$98	£90

Textbook

SERVICES MARKETING

People, Technology, Strategy (9th Edition)

by **Jochen Wirtz** (National University of Singapore, Singapore), **Christopher Lovelock**

"It is the premier services marketing source for university marketing faculty, advanced undergraduate and graduate students, and marketing professionals."



Professor Emeritus Merlin Simpson
Pacific Lutheran University

This book has been extensively updated to feature the latest academic research, industry trends, technology, social media, and case examples.

Readership: Primary market – University students taking the Services Marketing course, generally compulsory for Business and Marketing students, as well as MBA and EMBA students; Secondary market – marketing professionals and practitioners.

684pp	Dec 2021	
978-1-944659-82-0(pbk)	US\$59.90	£55
978-1-944659-79-0	US\$118	£110
978-1-944659-80-6(ebook)	US\$189	£175

BESTSELLING & NOTABLE TITLES

Marketing for Competitiveness: Asia to The World, Philip Kotler, Hermawan Kartajaya & Den Huan Hooi

Asian Competitors, Philip Kotler, Hermawan Kartajaya & Den Huan Hooi

Architecting Experience (2nd Edition), Scot R Wheeler

Customer Relationship Marketing, Naresh K Malhotra, James Agarwal

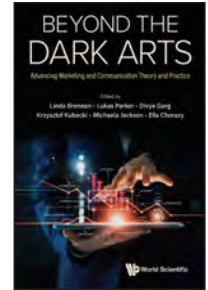
Pricing of Products & Services, Tridib Mazumdar

Managing Customer Value (2nd Edition), Dilip Soman, Sara N-Marandi

BEYOND THE DARK ARTS

Advancing Marketing and Communication Theory and Practice

edited by **Linda Brennan, Lukas Parker, Divya Garg** (MIT University, Australia), **Krzysztof Kubacki** (University of Plymouth, UK), **Michaela Jackson & Ella Chorazy** (RMIT University, Australia)



With practical applications and case studies for marketing and management practitioners to implement socially responsible and ethical communication campaigns, the book provides a tool kit for marketing and management practitioners to implement socially responsible and ethical communication campaigns.

Readership: Advanced undergraduate and graduate students, researchers and practitioners in the fields of marketing and communication.

336pp	Jun 2023	
978-981-127-605-7	US\$128	£120
978-981-127-606-4(ebook)	US\$205	£190

Operations Management / Operations Research / Supply Chain Management

FUSING THE APPLICATION OF RADIATION IMAGING TECHNOLOGY WITH AI

From Theory to Reality

edited by **Zhiqiang Chen** (Tsinghua University, China)

This title captures the wide application of state-of-the-art radiation imaging technologies and their integration with emerging technologies like Robotics and Artificial Intelligence to help deliver security solutions in various organisations. It also highlights how innovation can be harnessed to help ensure the safety and security of the general public, especially in the face of the COVID-19 pandemic.

Readership: Industry practitioners, academics/researchers, government agencies.

260pp	Apr 2025	
978-981-129-446-4	US\$98	£90
978-981-129-447-1(ebook)	US\$157	£145

Domain-Specific Bodies of Knowledge in Project Management

BUILDING A BODY OF KNOWLEDGE IN MODERN METHODS OF CONSTRUCTION AND OFFSITE CONSTRUCTION

edited by **Monty Sutrisna, Wajiha M Shahzad** (Massey University, New Zealand)

This book brings together the latest developments in modern construction and offsite construction methods. It does so by capturing the current state of practice, future outlook, social and economic benefits, and challenges and risks associated with the management of projects involving modern methods of construction and offsite construction.

Readership: Readers, teachers, students, and practitioners in design, construction, project management, and offsite construction.

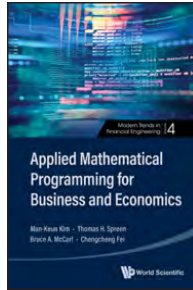
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Textbook

APPLIED MATHEMATICAL PROGRAMMING FOR BUSINESS AND ECONOMICS

by **Man-Keun Kim** (*Utah State University, USA*), **Thomas H Spreen** (*University of Florida, USA*), **Bruce A McCarl & Chengcheng Fei** (*Texas A& M University, USA*)



This introductory/intermediate level textbook focuses on mathematical programming and its applications. It introduces basic linear programming – the easiest form of mathematical programming with emphasis on economic interpretation of the model solution. Well-known applications of linear programming to problems in business and agriculture are presented.

Readership: Undergraduate and Master’s level students in business, agricultural economics, agribusiness, and economics.

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Domain-Specific Bodies of Knowledge in Project Management

DEVELOPING A BODY OF KNOWLEDGE FOR GREEN CONSTRUCTION PROJECT MANAGEMENT

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- A new unique comprehensive body of knowledge for green construction project management
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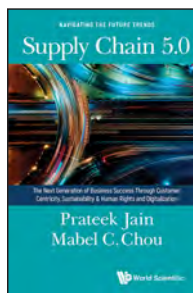
Readership: Project managers, construction professionals, teachers, students, and researchers focused on green construction project management.

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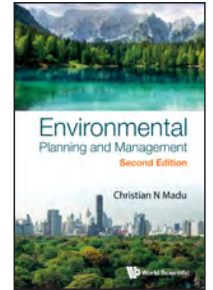
Anthony Higham
CEO of SERB Pharmaceuticals

Readership: Supply chain professionals, CEOs, policy makers, logistics providers, and undergraduate students.

296pp	Nov 2023		
978-981-127-865-5	US\$58	£55	
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ENVIRONMENTAL PLANNING AND MANAGEMENT (2ND EDITION)

by **Christian N Madu** (*Pace University, USA*)



Written by an expert in chemical safety, security management, sustainability management, disaster risk reduction, process change and quality control in environmental planning, this book identifies good environmental practices, and lays down effective strategies and practical models. The book focuses mostly on designing for the environment, using sustainable practices to achieve competitiveness.

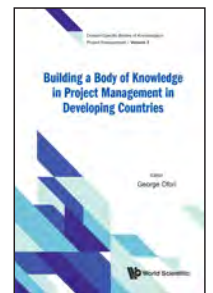
Readership: Undergraduate and graduate programs in sustainability, environmental management, and professionals interested in environment and sustainability management.

348pp	Mar 2024		
978-1-80061-453-6	US\$138	£125	
978-1-80061-454-3(ebook)	US\$221	£195	

Domain-Specific Bodies of Knowledge in Project Management - Vol 3

BUILDING A BODY OF KNOWLEDGE IN PROJECT MANAGEMENT IN DEVELOPING COUNTRIES

edited by **George Ofori** (*London South Bank University, UK*)



This book presents a state-of-the-art account of the recent developments and needs for project management in developing countries. It adds to the current state of knowledge on project management in general by capturing current trends, how they widen the content and scope of the field, and why there is a need for a specialist body of knowledge for developing countries.

Readership: Students and practitioners in project management, architecture, construction, engineering, and related fields from both developing and industrialised countries.

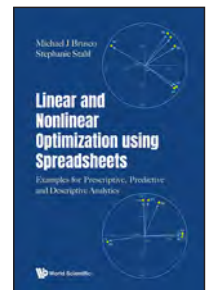
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Textbook

LINEAR AND NONLINEAR OPTIMIZATION USING SPREADSHEETS

Examples for Prescriptive, Predictive and Descriptive Analytics

by **Michael J Brusco** (*Florida State University, USA*), **Stephanie Stahl**



A major goal of the book is to emphasize the importance of understanding optimization, and a large collection of examples for a wide range of business decision making areas affords a practical mechanism for achieving that goal. It also provides coverage of the mechanics of some common yet sophisticated statistical methods, which are often opaque to many users of such methods.

Readership: Advanced undergraduate and graduate students, and practitioners in business analytics, operations, supply-chain management, and industrial engineering.

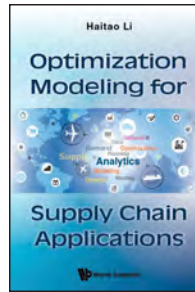
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Cipriano (Pano) Santos
former Distinguished Technologist from HP Labs

Readership: For advanced undergraduate and graduate students, researchers and practitioners in operations research, supply chain management, operations management and industrial engineering.

468pp **Apr 2023**
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INNOVATION ANALYTICS

Tools for Competitive Advantage
edited by **Nachiappan Subramanian** (*University of Sussex, UK*), **S G Ponnambalam** (*Vellore Institute of Technology, India*) & **Mukund Janardhanan** (*University of Leicester, UK*)

This book provides a comprehensive overview of the challenges and opportunities behind the latest research surrounding technological advances driving innovation analytics; the transition of analytical ideas to interdisciplinary teams; the development of deep synchronicity of skills and production innovation; and the use of innovation analytics in multiple stages of product and process evolution.

Readership: Undergraduates and postgraduates studying analytics, business, supply chain, project management, and related accredited courses.



324pp **Apr 2023**
978-1-80061-000-2 **US\$98** **£90**
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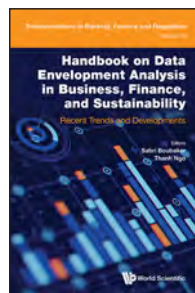
HANDBOOK ON DATA ENVELOPMENT ANALYSIS IN BUSINESS, FINANCE, AND SUSTAINABILITY

Recent Trends and Developments
edited by **Sabri Boubaker** (*EM Normandie Business School, France*), **Thanh Ngo** (*Massey University, New Zealand & VNU University of Economics and Business, Vietnam*)

This Handbook presents recent trends and new developments in Data Envelopment Analysis (DEA) research within the realms of business, finance, and sustainability. Divided into three distinct parts, it encompasses 19 chapters that offer insightful studies conducted in diverse national environments and organizational settings.

Readership: Undergraduate students, graduate students, researchers, policymakers and managers in Operations Research.

620pp **Aug 2024**
978-1-80061-577-9 **US\$188** **£175**
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Organizational Behavior / Industrial Organization

HEALTH AND WELLBEING IN ASIA PACIFIC

Contemporary Workplace Wellbeing Practices and Future Prospects
edited by **Andrew Tay**, **Katherine Koh** (*National University of Singapore, Singapore*)

"The book's focus on the Asia Pacific region is well-chosen and much needed. At the same time, its broad, multi-facetted perspective will be of clear relevance worldwide for promoting workplace health."



Karen Belkic
Karolinska Institute, Sweden

Readership: Industry practitioners in human resources, business, education, occupational health, and psychology aiming to enhance workplace health initiatives.

200pp **May 2025**
978-981-129-428-0 **US\$78** **£70**
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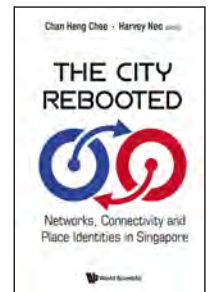
THE CITY REBOOTED

Networks, Connectivity and Place Identities in Singapore
edited by **Heng Chee Chan**, **Harvey Neo** (*Singapore University of Technology and Design, Singapore*)

Many cities across the world continue to grapple with long-standing urban challenges even as new ones emerge. With each crisis, cities address these perennial (e.g. decentralization of urban cores and revitalising the city centre), nascent, and emergent (work-life balance, digitization of social-economy) urban challenges with a greater sense of urgency. The book adopts a multidisciplinary approach to signpost future pathways of cities, drawing on the experiences of the city-state of Singapore.

Readership: Readers and professionals in urban science, studies, planning, and policy, including academics, students and practitioners.

348pp **May 2024**
978-981-128-783-1 **US\$108** **£100**
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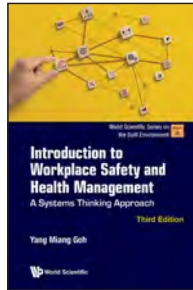


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Textbook

INTRODUCTION TO WORKPLACE SAFETY AND HEALTH MANAGEMENT

A Systems Thinking Approach (3rd Edition)
by **Yang Miang Goh** (National University of Singapore, Singapore)



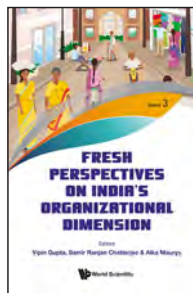
This edition brings all ten of the book's chapters up to date with current-day best practices, Workplace safety and health (WSH) guidelines, and approved codes of practice. A series of online quizzes are available to readers to help them to reinforce the concepts of each chapter.

Readership: Professionals and students (undergraduate and above) concerned with or studying workplace safety and the management of worker and overall workplace health.

380pp	Sep 2024	
978-981-129-006-0(pbk)	US\$78	£70
978-981-129-001-5	US\$118	£110
978-981-129-002-2(ebook)	US\$189	£175

FRESH PERSPECTIVES ON INDIA'S ORGANIZATIONAL DIMENSION

edited by **Vipin Gupta** (California State University, USA), **Samir Ranjan Chatterjee** (Curtin University, Australia) & **Alka Maurya** (Symbiosis Institute of International Business (SIIB), India)



This edited book collects several deep insights into the trends and transitions in work organizations in India. It explores significant themes highlighting areas such as globalisation, digitisation, social and managerial transformations. Chief among its chapters are a number of collaborative studies on the potential impact of societal and technological changes on the design, operation as well as strategic platforms, which add richness to the volume.

Readership: Academics, students of graduate MBA programmes, professional managers, and readers who are interested in India's organizational design and policies.

362pp	Oct 2024	
978-981-129-643-7	US\$138	£125
978-981-129-644-4(ebook)	US\$221	£205

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WORLD SCIENTIFIC ENCYCLOPEDIA OF BUSINESS SUSTAINABILITY, ETHICS AND ENTREPRENEURSHIP (IN 3 VOLUMES)

Volume 1: Environmental and Social Entrepreneurship
Volume 2: Sustainable Development Goals (SDGs)
Volume 3: Spirituality, Entrepreneurship and Social Change

Editor-in-chief: **Gideon Markman** (Colorado State University, USA & Gent University, Belgium & Audencia Business School, France)



edited by **Peter Gianiodis** (Duquesne University, USA), **Maritza Espina** (St. Ambrose University, USA), **William R Meek** (Bucknell University, USA), **Andrew Ward** (The University of Pennsylvania, USA), **Erica Steckler** (University of Massachusetts Lowell, USA), **Kathryn Pavlovich** (University of Waikato, New Zealand) & **Gideon Markman** (Colorado State University, USA & Gent University, Belgium & Audencia Business School, France)

Volume 1: This volume seeks to take stock of the literature and report the state of the art in environmental and social entrepreneurship. Volume 2: This volume spotlights cutting-edge research, innovative methodologies, and provocative thinking by organizational scholars and leaders committed to advancing the global sustainability agenda. Volume 3: This volume presents a selection of entrepreneurship perspectives — studies, essays and analyses — that integrate religion and spirituality with social change.

1136pp	Feb 2022	
978-981-124-158-1(Set)	US\$950	£875
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Set 2: Methodologies and Big Data Analysis of Business Storytelling (A 5-Volume Set)



- Volume 1:** Business True Storytelling
- Volume 2:** Business Storytelling and Sustainability
- Volume 3:** Business Storytelling Communication
- Volume 4:** Business Storytelling, Science and Statistics
- Volume 5:** Business Storytelling and Grounding Methodology

Editor-in-chief: **David M Boje** (Aalborg University, Denmark & New Mexico State University, USA)

This set of multi-reference works is meant to be read together as the five volumes interlace one another like the laces of a shoe in the famous painting by Vincent van Gogh. Who will wear the shoes is a question long debated in art history and philosophy. If we take these five volumes from different points of view on the theory and practice of business storytelling then we have a crisscrossing, a new and impressive dialogue for the reader. This set is presented as a new way to lace up the laces of business storytelling.

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978-981-128-993-4(Set)	US\$980	£900
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A WORLD SCIENTIFIC ENCYCLOPEDIA OF BUSINESS STORYTELLING

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- Volume 2:** History and Business Storytelling
- Volume 3:** Business Storytelling and Postcolonialism
- Volume 4:** Diversity and Business Storytelling
- Volume 5:** Business Storytelling of Socioeconomics

Editor-in-chief: **David M Boje** (Aalborg University, Denmark & New Mexico State University, USA)

This set of multi-reference works is meant to be read together as the five volumes interlace one another like the laces of a shoe in the famous painting by Vincent van Gogh. Who will wear the shoes is a question long debated in art history and philosophy. If we take these five volumes from different points of view on the theory and practice of business storytelling then we have a crisscrossing, a new and impressive dialogue for the reader. This set is presented as a new way to lace up the laces of business storytelling.

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IJIM is the official journal of the International Society of Professional Innovation Management (ISPIM). Both the IJIM and ISPIM adopt a multi-disciplinary approach to addressing the many challenges of managing innovation, rather than a narrow focus on a single aspect such as technology, R&D or new product development.



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INTERNATIONAL JOURNAL OF INNOVATION AND TECHNOLOGY MANAGEMENT (IJITM)

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Editor-in-Chief:

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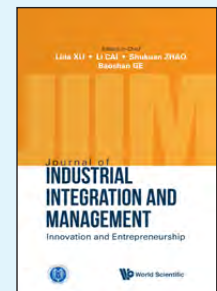
Editors-in-Chief: Li Cai (*Jilin University, China*),

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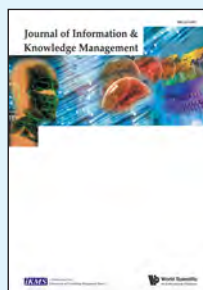
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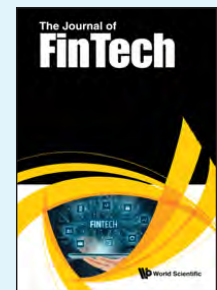
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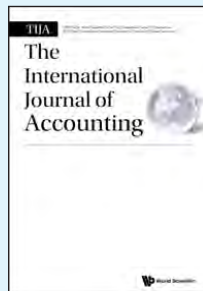


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The aim of *TIJA* is to advance the academic and professional understanding of accounting theory, policies and practice from the international perspective and viewpoint. The Journal editorial recognizes that international accounting is influenced by a variety of forces. Thus, the primary criterion for manuscript evaluation is the incremental contribution to international accounting literature and the forces that impact the field.

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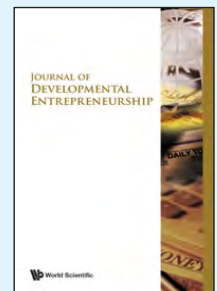
(Nanyang Technological University, Singapore)

Aims & Scope

APJOR provides a forum for practitioners, academics and researchers in Operational Research and related fields, within and beyond the Asia-Pacific region.

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**JOURNAL OF BUSINESS AND ECONOMIC ANALYSIS (JBEA)**www.worldscientific.com/jbea**Editor-in-Chief: Mohammad Nabil Almunawar** (Universiti Brunei Darussalam)

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